Ron Lichty
Software Engineering Management

"I can make your software development 'hum'."

Author: *Managing the Unmanageable: Rules, Tools, and Insights
for Managing Software People and Teams*
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Times like these call for flexible, agile software development. What do you need?
- **Interim** Software Development Leadership / **Mentor** and **Coach** your leaders
- **Quickly** address critical issues and make development teams highly productive
- **Solve** your tough software development and product challenges

"Ron helped us become a better company offering a better product." —**Logic Library**

How I transform chaos to clarity in software development and product organizations:
- **Craft technology roadmaps** everyone can follow
- **Focus programmers** on delivery, quality and customers
- **Build communications** with every part of the organization
- **Tailor best practices** to bring rigor to releases
- **Mentor** VPEs, directors, managers and team leads / supply actionable guidance
- **Coach** software development teams and teamwork to build great solutions
- **Increase development throughput** and deliver impossible projects

I bring focus and solutions to every kind of software organizational challenge:

Challenge	**Solution**
Last product took nine times budgeted resources	Repaired requirements, planning, roadmap processes to deliver subsequent products on time and to budget
Agile process faltering due to remote QA	Aligned and synchronized teams, established trust
Product lagging by months, no delivery in sight	Devised plan to instigate early delivery then iterate
Scalability stymied by sluggish data integration	Coached developer to "see" order-of-magnitude fix
Productivity bridled by uncertainty	Produced tech/product roadmaps to lay out the future
Client projects limited by order-taking mentality	Coached team leads to propose customer solutions
New-product team mired in technology research	Forged cross-function ties to derive winning products
Sales gyrations giving product team whiplash	Trained and transitioned to frequent Agile delivery

In other words, I make software development predictable and reliable.

Since 1990, I have hired, managed and scaled teams of five to fifty people in companies of all sizes and domains, developing offerings in open source, Microsoft and Java technologies.

Select Companies, Clients and Products:
- **Schwab:** Deliver award-winning investor tools hosted on the world's most active secure web site
- **Razorfish:** Ecommerce and web applications for **Shutterfly**, **Visa**, **Genentech**, **Singapore Airlines**, **Disney**
- **ZoneAlarm:** Drive product definition and delivery of consumer security software
- **Forensic Logic:** Lead product development of SaaS-delivered services for crime prevention and analysis
- **Fujitsu's WorldsAway:** Rescue universe of online animated virtual worlds
- **Berkeley Systems:** Speed and smooth creation of the **After Dark** line of screen savers and games
- **mFactory**: Complete and deliver award-winning multimedia authoring tools
- **Stanford**: Transform professional services at HighWire Press, scholarly publishing's largest Intenet provider
- **Apple:** Perfect and evolve the desktop user experience of the **Macintosh** OS

Transforming chaos to clarity
Call me to arrange a brainstorming session. Let me help you solve your challenges.