

HERBERT M. ISENBERG Ph.D.

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Professional Experience

Matador Technology

VP Enterprise Test Architecture

Kirkland, WA September 2007 to Present

Responsible for the managing the design and implementation of an enterprise wide Testing, Process Improvement and QA Architecture for Matador and our clients. I report directly to the CEO

- Currently designing an enterprise wide QA / Test Automation architecture and strategy for our client in Washington State.
- Our client is a Chemical Distribution company with offices in the US and Canada, sales exceed six billion a year.
- The client is currently updating its legacy system and implementing Lawson, an ERP systems, in the US and Canada, along with an General ledger, Information Warehouse, Sales Distribution and Imaging system
- Long term goal is to create a sustainable QA and Test Automation group, employing on and off-shore resources. I work closely with upper management in the US and Canada
- Responsible for oversight of all QA, Testing and Automation functions for the project, including environmental readiness, data conversions and migrations, test data availability, defect tracking, for a multiple project phases as related to the Testing Lifecycle for functional, system, performance and regression testing
- Manage an Offshore team of 30+ individuals and 20+ business champions for User Acceptance Testing
- Technology: DB2, SQL Server, SQL, Oracle, Python, Perl, CICS,
- Automation: Certify by Worksoft

Countrywide Mortgage

Agoura Hills, CA

August 2006 – September 2007

1st VP QA & Testing Organization

Responsible for managing the entire QA/Testing organization within the Product Technology, Artificial Intelligence organization

- Primary goal is to increase product quality and client confidence by reducing production defects and system downtime.
- The QA group consists of 30+ team members and 4 managers as direct reports. I also manage an off shore team of 15+ QA Engineers and tool developers.
- Business responsibilities:
 - Oversight and governance of monthly and bi-monthly release schedules for their primary loan origination applications, web sites, underwriting systems and rules engine that process large revenue streams 24x7.
 - Reduce QA/Testing costs, increase efficiencies and optimize processes while meeting overall quality levels objectives.
 - Work closely with our business units reviewing business requirements that are translated into functional specification by the system analyst group.
- Technical responsibilities:
 - Design an end-to-end testing framework that supports both manual and automated testing for backend, GUI and websites.
 - Implement a new "Next Generation" Regression testing tool based on the principles of root cause analysis. The NextGen Tool analyzes thousands of test cases differences to find the most granular cause and effect relationship in a matter of seconds. The root cause algorithm reduces test results analysis time by 50-80%.
 - Ensure that the software testing and development life cycles are in sync and applied correctly throughout every phase of the overall process
 - Introduce more efficient testing technologies and set strategic direction for the group.

- Technology: Windows environment, QTP, Performance Center, LoadRunner, Python, XML, SOAP.

**Kaiser Permanente
Automation Manager**

Oakland, CA

April 2003 – July 2006

- Created Kaiser's first centralized automation group
- Managed the growth of the automation team from 5 to 35 highly technical software automation engineers. This included managing off shore automation resources in India and Russia.
- Responsible for automating the testing of all of Kaiser's medical systems and web sites at a system and functional testing level for eight regions across the USA.
- Documented a company wide saving of 25 million dollars over a three years period and predicted saving of \$47 million by the year 2113. An audit by a Fortune 500 accounting company confirmed these numbers.
- Designed the overall automation strategy and data driven architecture around the principles of one point maintenance, equivalence class partitioning and scalability.
- Responsible for coaching and mentoring the team, establishing personal relationship to promote and support high productivity levels. I strongly believe in the benefits of being a good listener and mentor and keeping an "open door" policy. This approach has contributed greatly to our team's success.
- Introduced a 4th generation automation authoring tool, TMX, to provide a single database repository for all the automation testware, including scripts, functions, subscripts, data files.
- Introduced IEEE quality standards, root cause analysis, and an automation testing lifecycle, (SDLC) that is in sync with the testing and development lifecycles used across the organization.
- Test Data Generation: Designed an automated data generation (ADG) technology, written in C#, perl and XML for generating large amounts of HIPAA compliant, medical rich, patient test data in lieu of using production data. Deployed an Agile like methodology to guide the development of this technology.
- Test Lab: Setup the automation test lab of sixty dedicated machines that ran millions of test cases for Kaiser's regional and national teams
- Mentoring: Educated and mentored a QA/Testing organization of over 400 people on the power of automation and how to use new technologies to optimize and reduce overall testing cycles.
- Successfully reduced manual testing cycle's times and cost as much as 50%.
- Technology: EPIC, Cache, Windows, UNIX, WinRunner, TestDirector, QTP, TMX, perl, C#, XML, HL7, SQL, SOA.

Charles Schwab & Co.

San Francisco, CA

1999-2003

Technical Director & QA Architect

Created a new QA group for the Mutual Funds Technology Enterprise

- Implemented tools, automation and processes for all phases of the software testing life cycle.
- Developed a data driven automated approach for streamlining testing cycles, rapid product delivery, and the reduction of post-production defects.
- Responsible for testing financial applications and websites for the Mutual Funds Group and Schwab's Investment Manager's organizations. These financial systems processed over 400 billion dollars a day and had to be available 24/7.
- Automated 80% of all the regression testing that resulted in a 25% saving. One key to our success was building a mutually respected working relationship with our business users and the development organization.
- Managed the white box automated testing effort, as one of the key architects for the system. Responsible for identifying and interviewing outsourcing groups with the java skills required for testing an object oriented system based on reusable components.
- Managed the off shore automation group from India responsible for regression testing of web based applications. Keys to our success were the development and implementation of a set of "Principles for Automated Testing" and the development of personal relationships with our India counterparts.

The off shore regression testing effort has resulted in substantial cost savings and increased test coverage.

- Led the initiative to adopt the Capability Maturity Model (CMM) for the Mutual Funds Technology Group. This set of metrics was used to measure improvements and map progress across our project lifecycle for achieving higher levels of quality, productivity and performance. The CMM initiative was successful and is now part of the continuous improvement program for the Mutual Funds group.
- Influenced overall QA direction, models, standards, and perspectives through multiple presentations to senior management. Led the effort to move from a waterfall testing methodology to the adoption of the Rational Unified Process (RUP).
- Visionary & Chairman of the enterprise wide automated testing Forum and the requirement standards Committee.
- Awarded a large Technology Innovation grant to identify and implement the Next Generation of Automated Testing Technology. Completed this project in three months, under budget, and substantiated formal "proof of concept criteria" around this technology. Demonstrated, "beyond a shadow of a doubt" a 86.6% productivity and cost benefits of this technology in relation to 1) Training, 2) Design, 3) Development and 4) Maintenance.
- Technology: Windows, UNIX, Certify, WinRunner, Testdirector, CMM, RUP, ReqPro , TRACK.

Oacis Health Care Systems
Quality Assurance Manager & Architect

Greenbrae, CA 1995-1999

Responsible for automation of a newly designed clinical management information system

- Headed up the recruiting effort to build a world class software testing and Integration group
- Redesigned the software testing lifecycle based on IEEE standards
- Implemented the McCabe Visual Toolset to provide standard and object oriented complexity metrics of the entire code line. Reported results directly to the Chief Software Architect and VP of Development
- Manager of the Y2000 project. Coordinated daily activities of up to five consultants in all phases of a structured Y2K project methodology in a very complex object oriented client server (n-tier) development environment. Project completed on time and within budget.
- Manager of the Clarify implementation project. Clarify is an enterprise wide tracking tool similar to Remedy. Designed the quality module UI and state transition model to support development, QA, and marketing workflows around our defect lifecycle. Developed a process to provide defect trend analysis metrics for senior management in an effort to increase productivity and sort out root cause analysis variables.
- Designed and built a robust automated testing system for both a GUI and web based clinical information management systems capable of running thousands of test cases in unattended mode. The architecture of the automated testing system was designed around the principles of One Point Maintenance. The subject matter of this methodology and design has been published in Dr.Dobbs journal and presented at an international conference on automated testing.
- Technology: VB3, VB4, C++, Object Oriented, CORBA, Sybase, Win31, Win95, NT, AutoTester, Clarify, McCabe Visual Toolset 6.0.

Charles Schwab & Co.
TECHNICAL LEAD

San Francisco 1992-1995

Managed Schwab's first NT Client Server lab of 60 NT workstations and multiple UNIX servers

- Testing lead for numerous other projects, managing up to 8 people, including users, developers and testers. Created standards for test plans, test case formats, coverage analysis matrices, decision point criteria and established baseline databases. Formalized processes and procedures for building automated testing systems.
- Pioneered and managed the development of Flexible Testing Methodologies and "On Time" QA processes to synchronize the flow of information, in a rapid development environment, between developers, business users and the testing group. Fulfilled the goals of testing earlier in the development process and increasing test coverage, resulting in measurable application improvements.

- Created Schwab's first automated testing lab for test and task automation.
- Implemented AutoTester for Windows, successfully automated integration and regression testing of major financial applications, both host and client-server based.
- Technology: SEER/HPS CASE tools, Paradox, Visual Basic, SQL, C, WinRunner,

EDUCATION

1980: Postdoctoral Research Fellow, Medical Anthropology: Michigan State Univ., East Lansing, MI

- Designed and managed an interactive doctor-patient relationship study, through the Universities medical clinic.
- Recorded doctor-patient medical interviews, and based on dynamic sequencing structures in conversation, developed a natural language simulation model to predict the likelihood of a correct diagnosis.

1980: Ph.D. Medical Sociology, University of California, La Jolla, CA