

# Steven Kaplan

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## Education

### Carnegie Mellon University - Pittsburgh, PA

- Master of Information Systems Management, Accelerated Candidate, December 2007
- Bachelor of Science, Information Systems, May 2007, Graduated With Honors
- Cumulative GPA: 3.81, Dean's List Fall 2003 - Spring 2007

### Singapore Management University - Singapore

Study Abroad - Spring 2006

### University of New South Wales - Sydney, Australia

Study Abroad - Spring 2005

## Related Experience

### Salesforce.com, San Francisco, CA

Summer 2007

Associate Technical Consultant

- Gathered client requirements and built customized CRM solutions, increasing customer success and satisfaction
- Managed two mobile customer engagements end-to-end, delivering an application that allowed field sales representatives around the world to access up-to-date customer information from their Blackberries and Treos
- Analyzed internal data on best practices for client engagements and built a knowledgebase application to keep track of the information, providing a centralized repository for the consulting practice
- Produced field materials for the High Tech and Financial Services industries, improving customer communication

### Microsoft (MSN Money & Weather), Redmond, WA

Summer 2006

Program Manager

- Managed development of new features from conception to implementation, improving customer satisfaction
- Drove inter-team collaboration on shared functionality, building user engagement throughout MSN
- Authored functional specifications for multiple projects, communicating requirements to various stakeholders
- Analyzed new features for MSN Real Estate, determining functionality for future releases
- Collected user feedback on site features via usability lab studies, identifying areas for improvement

### Audible Inc., Wayne, NJ

Summer 2004, Winter 2005, Summer 2005

Business Development, Account Manager

- Maintained Audible's partner relationships via on-site visits and meetings, strengthening retail operations
- Created new marketing materials for retail point-of-purchase use, increasing brick-and-mortar revenues
- Devised a college marketing strategy with Audible's Business Development team and university partners, growing market traction and moving educational initiatives forward
- Produced a strategy for Audible to launch an online apparel store, boosting revenues and brand awareness
- Represented Audible at various industry trade shows including MacWorld Boston, MacWorld San Francisco and CES, generating valuable contacts and positive media attention for the company

### IBM Rational Software Group

Summer 2003

Software Development, Market Research

- Evaluated Rational Rapid Developer (RRD) training materials, increasing value to customers
- Analyzed migration issues in the newest builds of RRD with Proof of Concept (POC) J2EE/SQL applications, identifying problems that Rational's existing customers may encounter in the upgrade cycle
- Tested rival software and created competitive intelligence reports for use by the sales force, increasing the team's knowledge of similar Rapid Application Development solutions

## Computer Skills

### Software

- Office
- Visio
- Photoshop

- InDesign
- Flash
- MySQL

- Oracle
- Eclipse
- Joomla!

### Languages

- Java
- C++
- XML

- PHP
- HTML
- CSS

## Honors and Activities

- NCAA Division III Cross Country, Indoor Track, Outdoor Track: 2003-2006, Varsity
- Kappa Sigma Fraternity: Vice President, Philanthropy Chair, Assistant Secretary, Social Chair
- Habitat for Humanity: 1999-2003, Pittsburgh Cares: 2004-2006
- Conversational in French