

BENJAMIN THOMAS BARRAZA

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Application Development

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Professional Positions

Senior Manager, Weber State University	03/2017 - Present
Adjunct Faculty, Weber State University, Goddard School of Business (AACSB)	08/2012 - Present
Sr. Web Systems Architect, Weber State University	07/2012 - 03/2017
Web Systems Architect, Weber State University	07/2006 - 07/2012
Web Developer II (Senior), Weber State University	07/2003 - 07/2006
Web Developer, Weber State University	07/2001 - 07/2003

Education

- Doctor of Business Administration, Strategic Innovation Management, IE Business School 09/2017 - Present
- Master of Research Methodology, Management Science, IE Business School 06/2019
- Graduate Certificate in Strategic Management, Harvard University, DCE 05/2016
 - 3.9 GPA (4.0 scale)
- Master of Business Administration, Weber State University, GSBE (AACSB) 12/2011
 - 3.97 GPA (4.0 scale)
 - Phi Kappa Phi
 - Awarded "Outstanding Service to the MBA Program" (one recipient annually)
 - "Goddard Graduate" top 10% of business students
- Bachelor of Science in Computer Science, Weber State University 12/2003
- Executive Leadership Programme, Saïd Business School, Oxford University 12/2020
- Massachusetts Institute of Technology, Executive Education 07/2016
 - Platform Revolution: Making Networked Markets Work for You
- ITIL Foundation 09/2008

Volunteer/Professional Service

- 2019 International Conference on Information Systems, Reviewer 06/2019
- Board of Trustees, EnableUtah 06/2012 - 08/2015
 - Chair: Business Development Committee
 - Chair: Executive Training Committee
 - Chair: Presidential Search Committee
 - Member: Finance and Audit Committee
- CAVI Exploratory Group 2015
 - From MIT's HackingMedicine 2015, a group formed to explore Computer Assisted Visual Inspection to improve cervical cancer detection rates in resource constrained areas.

Fellowships/Invited Positions/Societies

- Weber State University; Fellow, Community Engaged Learning
- Academy of Management (OCIS, STR, TIM, OT)
- Association for Information Systems (AIS)
- Faculty Research Network, University of Arkansas Blockchain Center of Excellence
- Phi Kappa Phi honor society
- Institute for New Economic Thinking, Young Scholars Initiative
 - Income Inequality Working Group
- Massachusetts Institute of Technology (MIT); MITHackMed Grand Hack 2015.

Research

Interests

- Platform innovation (multi-sided markets, multi-sided platforms), Innovation Management, Strategy under uncertainty, Blockchain, Economic inequality, Economics of entrepreneurship and innovation, Productivity, Strategic innovation, Entrepreneurship and ideation, Technology development

Publications

- Barraza, Benjamin (2019) "The Worth of Words: How Technical White Papers Influence ICO Blockchain Funding," *MIS Quarterly Executive*: Vol. 18: Iss. 4, Article 8. Available at: <https://aisel.aisnet.org/misqe/vol18/iss4/8>

Selected Course Papers/Works in Progress

- *Reframing Innovation's Contributions to Productivity: A Moderate Approach to Measurement, Learning and Absorption, and Market Potential* (2015)
B. Barraza
- *Fast Expanding Markets: Growth of Fitness Wearables in the U.S.* (2015)
S. Drew, B. Barraza, C. Gendron, S. King, M. Osseiran, J. Rutherford, L. Zadina
- *Personal Data in a Global Network: Trust Compacts as Data Crosses Borders* (2014)
B. Barraza, V. Palma, D. Reime, E. Sudhyadhom, I. Smith
- *Consumer Surveillance: Transitory Attitudes* (2014)
B. Barraza

Presentations

- International Conference on Information Systems (ICIS); MISQ-E Special Edition Workshop: "Delivering Business Value through Enterprise Blockchain Applications" (2018)
 - *Innovation and the ICO: Signaling Technological Differentiators in Blockchain Ecosystems*
- Utah Engaged Faculty Retreat. (2017)
 - *Building reciprocity into the business engagement model: An approach to bridging three significant gaps in highly constrained upper division business courses*
- Wildcat TechExpo. (2012)
 - *The Future of Mobile Computing: An Ecosystem Approach*

Teaching/Lecture

- MBA – Applications of Decision Models. Goddard School of Business and Economics. Decision modeling, analysis, optimization, Big Data management, and Monte Carlo simulation (2013 – Present)
- MBA – Data Analytics and Business Intelligence. Goddard School of Business and Economics. In progress course development
- Upper Division Supply Chain Management – Simulation. Goddard School of Business and Economics. Modeling, optimization, analytics, and Monte Carlo simulation
- Upper Division Computer Science – UI/UX Seminar. Guest lecturer on enterprise user interface design approaches.
- Upper Division Computer Science – Guest lecturer on high availability web systems
- Invited Speaker, "The Future of Mobile Computing" lecture at WildcatTech Expo 2012

International Experience

- Madrid, Spain; Doctoral studies (multiple on-campus intensives); Sept 2017 – Present
- England, United Kingdom; Program and curriculum evaluation; May 2014
- Shanghai & Beijing China; International Field Studies - Operations and Business Development; May 2012
- Santiago Chile; September 1997 to August 1999 (Se habla Español)

Knowledge, Skills, Abilities

Management

- Product manager for several enterprise software initiatives including recruitment, admissions, training, portal, CMS, and others
- Inter-divisional hiring and recruitment specialist
- Technical lead for all web technologies, necessitating active management, advising, and cross-functional leadership among departments
- Actively mentored junior and senior developers, managers, and architects in both emergent and established technologies
- Advisor and project manager for students completing senior projects focused on mobile application development
- Project manager on several successful initiatives including platform migrations, and in-house development.
- Establishment of web presence at disaster recovery off-campus site
- Classroom management advising 30+ simultaneous projects by graduate and senior level business students.
- Advisor to student club focused on mobile programming and career development
- Coordination and consumption of key open source products and initiatives

Strategy

- Champion of quantitative analysis and decision making that has resulted in the establishment of new business processes
- Focus on medium- and long-term fiscal and operational planning as an active board member
- Leading technical member of several institutional and project committees
- Focus on leveraging organizational strengths in software and hardware platforms to achieve long-term stability in high-availability environments. This has included key decisions in hardware, and software strategy
- Active facilitator and author of central organizational documents including Guiding Values documents and critical project analysis

Original Programming and Development

- Wrote an application framework that is used by more than 200 original applications. All applications must meet high availability and scalability requirements
- Designed and coded a private portal supporting desktop and mobile clients. Business critical to the institution and actively used by over 30,000 individuals. Estimated to have saved the institution more than \$400,000
- Created a tracking and management application to maintain and facilitate the training history and employee development of all campus personnel
- Built extensible graduate admissions application and administration system that serves all graduate programs of the university
- Worked with an external payment gateway solution to create a web services based payment/reconciliation system handling an estimated \$65,000,000 in transactions during its life
- Co-wrote a Content Management System (CMS) that drives the primary campus web presence hosting over 17,000 objects and used by 600 employees delivering over 200,000 page views daily
- Designed the high availability, distributed, web stack to facilitate regular peak and outlier traffic events
- Served as a paid consultant on a broad range of applications and initiatives including mobile development, sales management, and secure web content delivery
- Personally authored hundreds of applications that have facilitated billions of transactions

Selected Technical Platforms/Programming Languages

VB.NET	C#	Java	Objective-C	AJAX
ASP.NET	Web Services	JavaScript	SEO	HTTP
CSS	HTML5	SQL	XML	SOA
IIS	Apache	Tomcat	Cisco LB	MS SQL Server
Windows Server	Unix	Linux	Foundation	JQuery

Consulting (some names withheld)

- Comcast; Data integration and templating
- Credit Union; Software integration
- Toyota Motor Corporation; Heijunka leveling
- Startup Software Company – Social Gaming; Recruitment strategy
- Light Industrial; Finance and venture strategy
- Retail food services; Proposal development, financing strategy
- Startup Software Company – Sales and Lead Generation; SaaS; Platform development
- Startup Software Company – iOS App; Mobile application development

- EnableUtah; Conducted 360 review and attendant coaching of President/CEO