

Douglas Hoffman

BACS, MSEE, MBA, ASQ Fellow, ASQ-CSQE, ASQ-CMQ/OE

Summary

More than thirty years experience with software quality assurance. Over twenty years experience in managing, creating, and turning around software quality organizations. Management of medium sized software organizations to the Vice President level. Experience working with all departments effecting software quality.

Strategic and tactical planning for software quality in varied applications and industries. Background in engineering and management used to effectively work with all levels of an organization. Management specialties include evaluation and planning for organizational change, managing the creating of new quality organizations or transforming of existing quality groups to fulfill corporate visions. Technical specialties include ROI based planning of software testing mechanisms, selection and deployment of software tools, and developing architectures for automated testing. Most recent work focuses on software test automation strategy planning, test automation architectural design, organizational assessments, course development, instructing, and authoring.

Areas of Expertise

- Management of Software Quality Assurance and Software Test groups at all levels
- Assessment and guidance for organization transformation
- Defining and implementing Quality Assurance Centers of Excellence
- Management consulting in strategic and tactical planning for software quality
- Return-on-investment based planning and implementation for software testing
- Guiding transformation of existing quality groups
- Creation of new quality organizations
- System test automation architectural design
- Development of automated test oracles
- Selection and deployment of software tools

Managerial Profile

- Management of technical staff and Directors in software and computer systems organizations
- Collaborate with all departments and levels of management effecting software quality
- Recommend improvements of organization structure and development processes
- Organize, staff, and manage Quality Engineering, Process Engineering, Development, Technical Support, and Documentation groups
- Establish and manage quality functions for manufacturing and development
- Perform hiring searches (Software Quality Engineers, Quality Managers, and Development Managers)
- Instill awareness and discipline to improve quality and meet specific goals

Key Proficiencies

- Execute Quality Assessments in small to multi-billion dollar IT, software, and service organizations
- Develop strategies and tactics for quality software development in mission critical environments
- Recommend and direct cost-effective actions for improving testing, tools, and test environments
- Establish release procedures, test criteria, and version tracking to control quality of releases
- Conceive, implement, and administer software development environments
- Define and enact defect tracking systems, product quality methods, and standards
- Institute revision control systems
- Create and administer continuous improvement programs
- Author and implement Test Strategies, Test Plans, Test Procedures, and manual and automated Test Cases
- Research, analyze, and write recommendations for offshore outsourcing
- Integrate multi-national development and test teams
- Project manage complex IT deployments
- Eliminate unnecessary consumables in testing processes
- Shorten development integration cycles
- Reduce defects for large software application releases and lower defect levels for existing software
- Eliminate customer complaints over non-functioning releases
- Establish standards-compliant processes

Instruction

- Prepared and taught courses in: Software QA and Testing, Software Test Automation Design, Fundamentals of Software Test Automation, Software Project Management, Black Box Software Testing, Quality Management, ASQ-CSQE Certification Preparation, Software Test Management, Software Test Design, and Software Test Oracles
- Taught courses in: Software QA, Project Management, Black Box Software Testing, Bug Advocacy, Software Test Automation, Testing Web Applications, Web Security Testing, Mathematical Statistics, Information Design, Introduction to Information Systems Technology, Trends in Information Systems Technology, Information Systems Management, Strategic IT Planning, Human Resources Management, and Management by Communication

Employers and Clients

Adobe Systems
Blue Martini Software
Document Technologies, Inc.
Domestic Automation Corporation
Franklin-Templeton
Hewlett-Packard
Informix Software
Internal Revenue Service
Knight-Ridder
LifeScan
MasPar Computer Corporation
NEC Technologies
Network Computing, Inc.

Palm Computers
Pyramid Technology
Quality Council of Indiana
S3 Corporation
Software Development Technologies (SDT)
Sun Microsystems
Systems Partners
University of California, Santa Cruz Extension
University of San Francisco
Versant Object Technology
ViewStar Corporation
Walker Interactive
Wind River Systems

Contact Information

Douglas Hoffman
24646 Heather Heights Place
Saratoga, CA 95070-9710

408-741-4830 (Phone)
408-867-4550 (Fax)

Doug.Hoffman@acm.org
www.SoftwareQualityMethods.com

Education and Professional

- Fellow of the American Society for Quality
- Member at Large, Board of Directors, Association for Software Testing
- MBA: Santa Clara University
- MSEE: U.C. Santa Barbara
- BA Computer Science: U.C. Santa Barbara
- Certificate in Software Quality Engineering (CSQE) from the American Society for Quality
- American Society for Quality Certified Manager of Quality/Organizational Excellence (CMQ/OE) [previously known as Certified Quality Manager]
- California Community College Instructor Credential for Computer Science; Computer and Related Technologies
- Past Chair of ASQ's Santa Clara Valley Section (Section 0613)
- Past Chair of the Santa Clara Valley Software Quality Association (SSQA), a task group of the ASQ
- Keynote and Invited Speaker Chair for Pacific Northwest Software Quality Conference (PNSQC)
- Program Chair for the Third International Conference on Software Quality (ASQC Software Division)
- US Program Chair for the First World Congress on Software Quality (ASQC Software Division)
- Conference Chair for the Third SSQA Software Quality Conference
- Program Co-Chair for the Third Conference for the Association for Software Testing (CAST 2008)
- Speaker at numerous conferences.
- Senior Member of ACM and Member of IEEE
- ISO 9000: Lead Auditor Training (for both ISO9000 –1994 and ISO9000 –2000); past Registered Provisional Auditor
- IEEE Certificate for services rendered in furthering the objectives of IEEE at Howard University,
- ASQC Software Division Certificate of Appreciation, Third International Conference on Software Quality
- ASQC Software Division Certificate of Appreciation, Fourth International Conference on Software Quality
- ASQC Software Division Certificate of Appreciation for First World Congress for Software Quality