

Albert Balcells

SELECT PRODUCT
PORTFOLIO

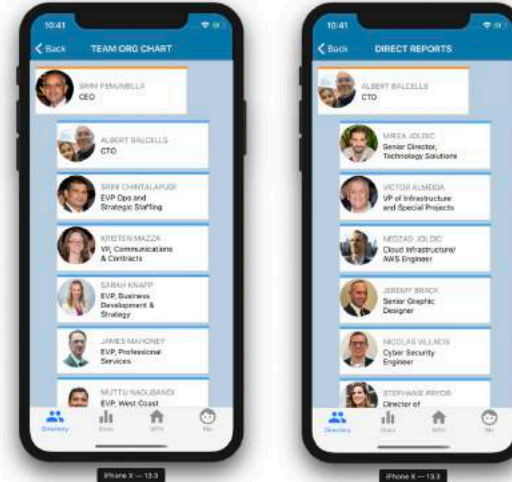


Employee Utilization App - Spruce Internal (CTO)

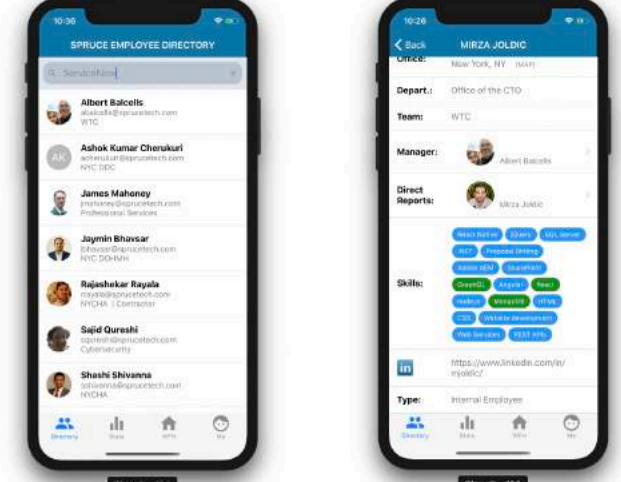
Rich Employee Directory



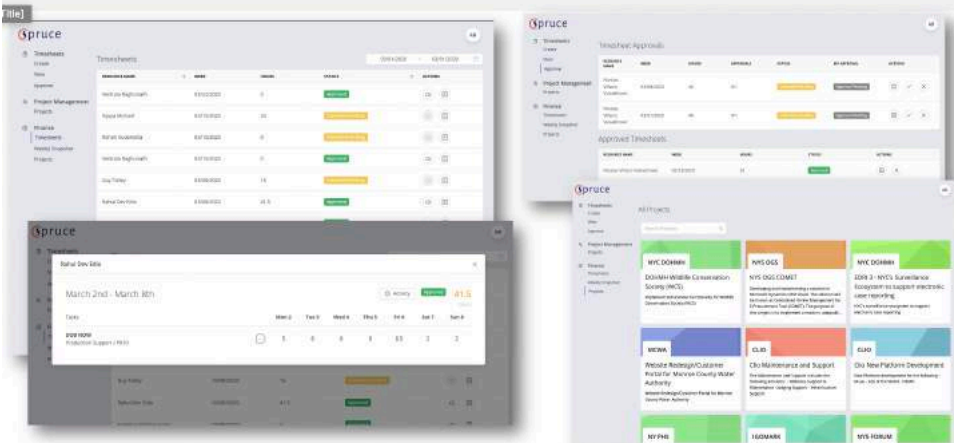
Automatic Org Charts



Search by name, skills, location, ...



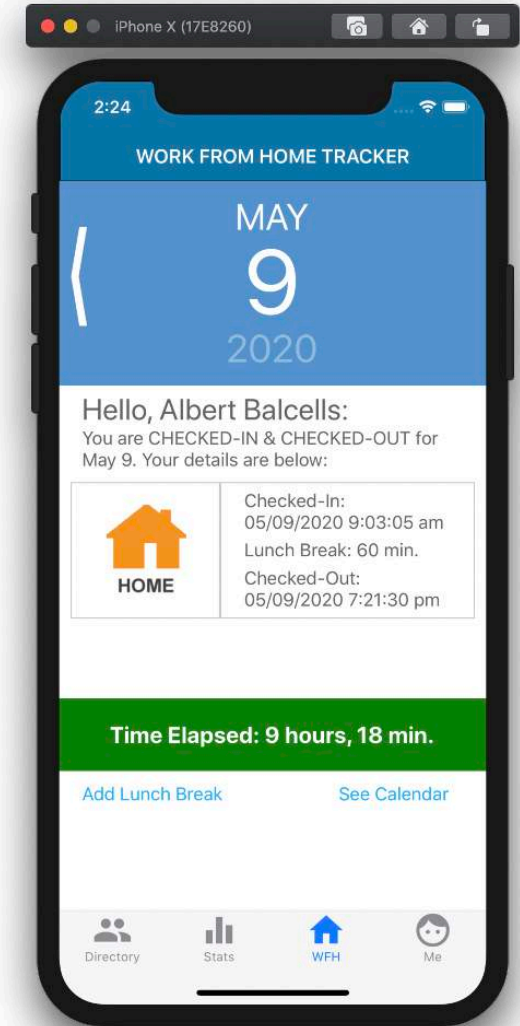
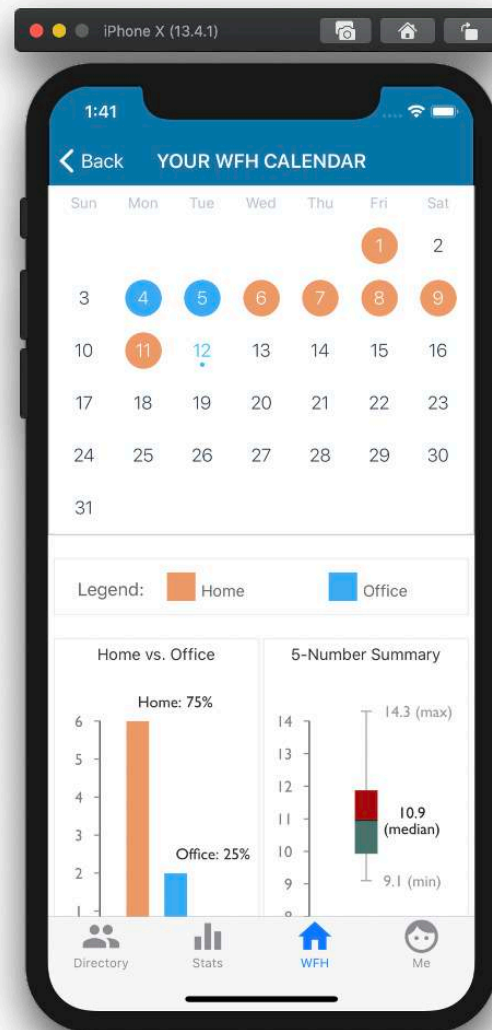
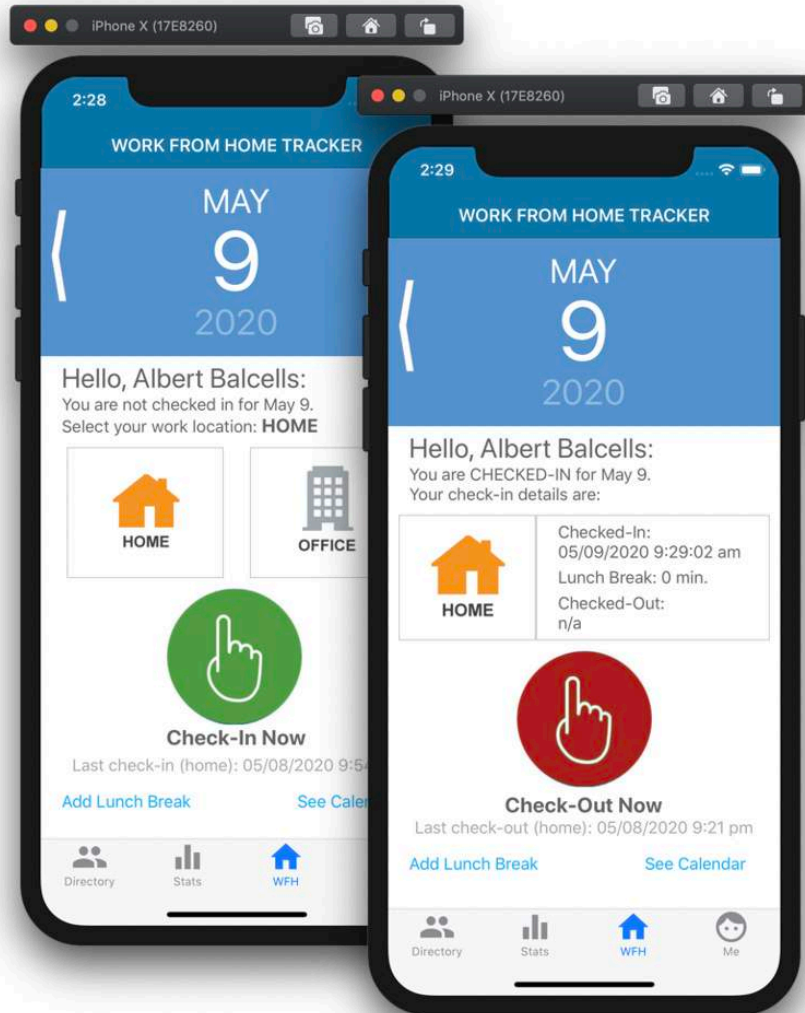
Timesheet Entry Portal



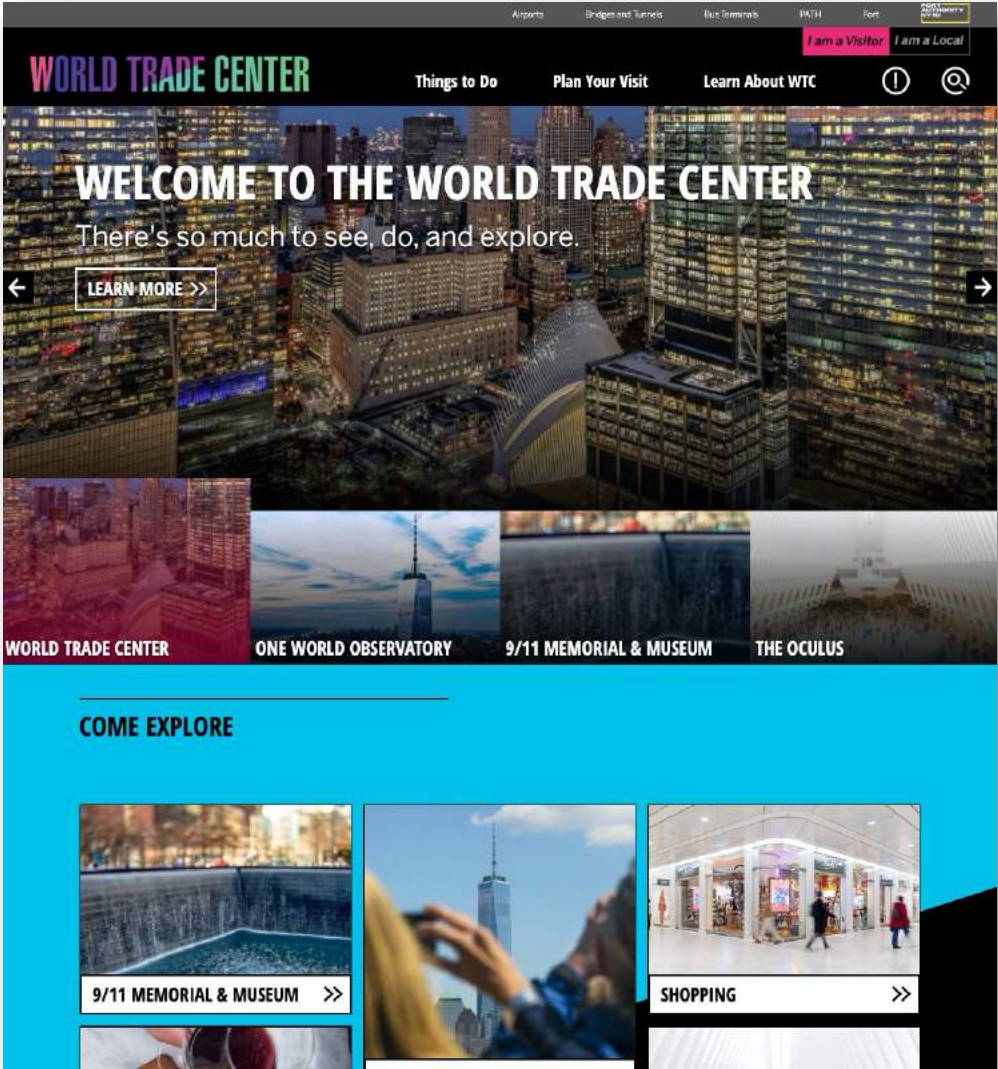
Timesheet Reports: Utilization & Billable Time



Work From Home Tracker (built during COVID-19) – Spruce



Digital & Web Services — Spruce (CTO)



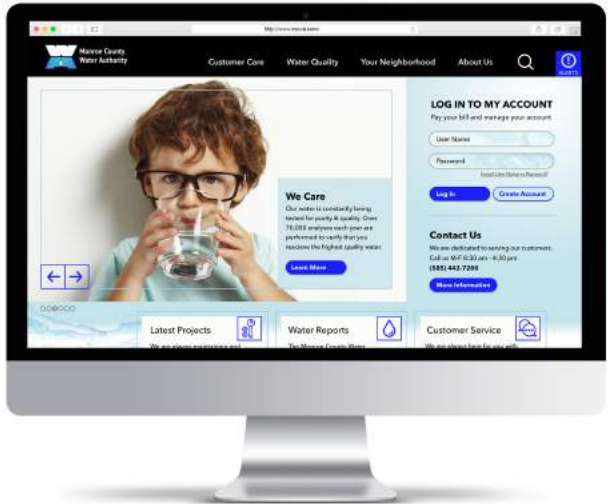
The Official World Trade Center Website



Clio Awards

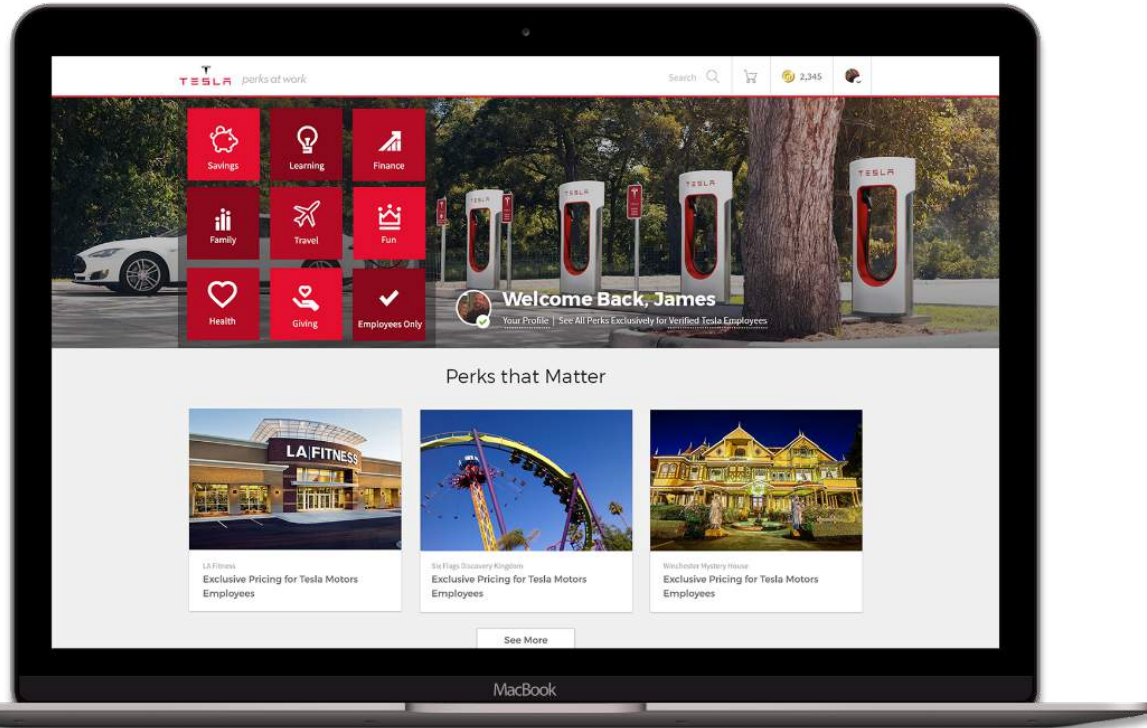


Jägermeister

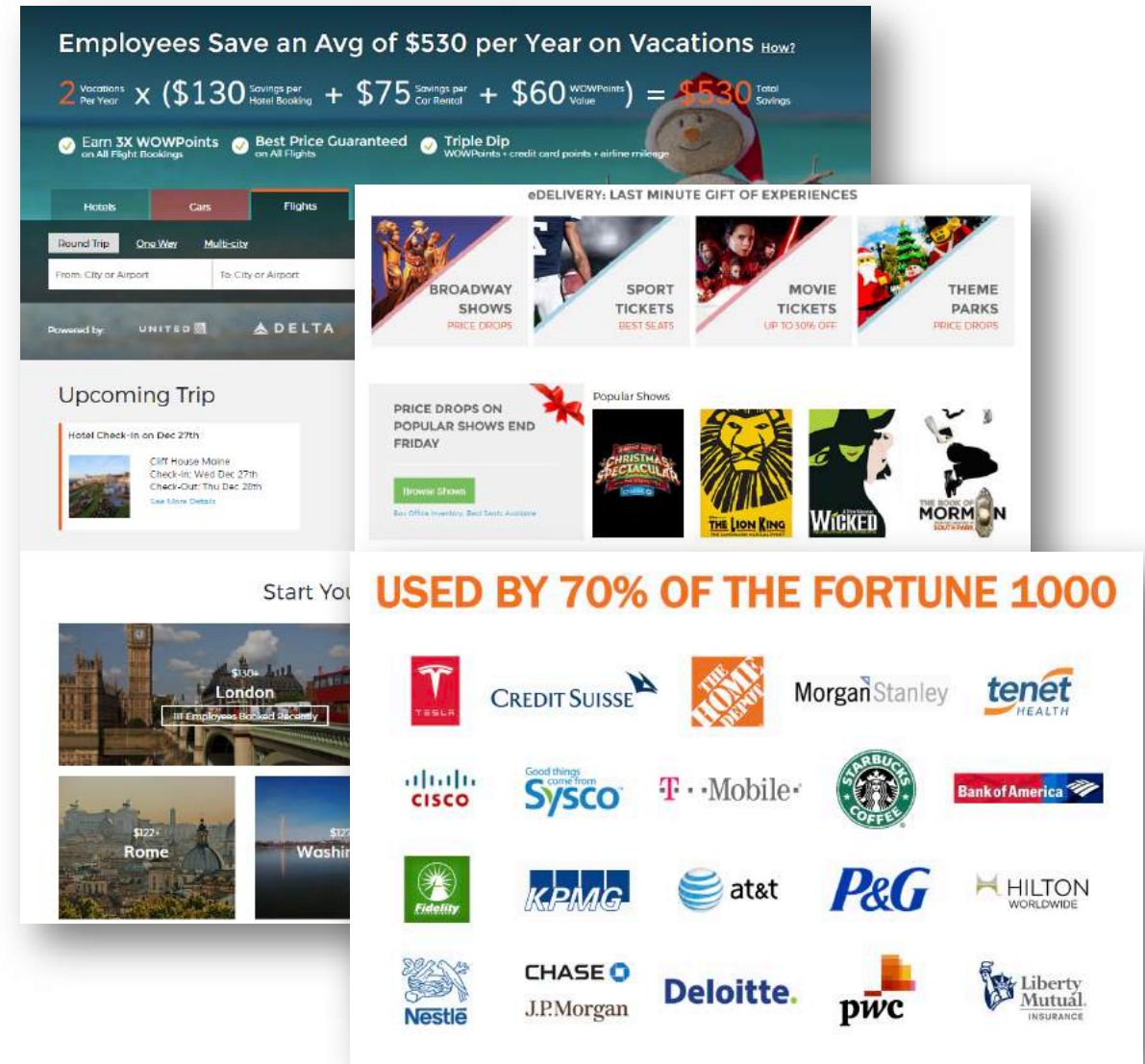


Payment portals

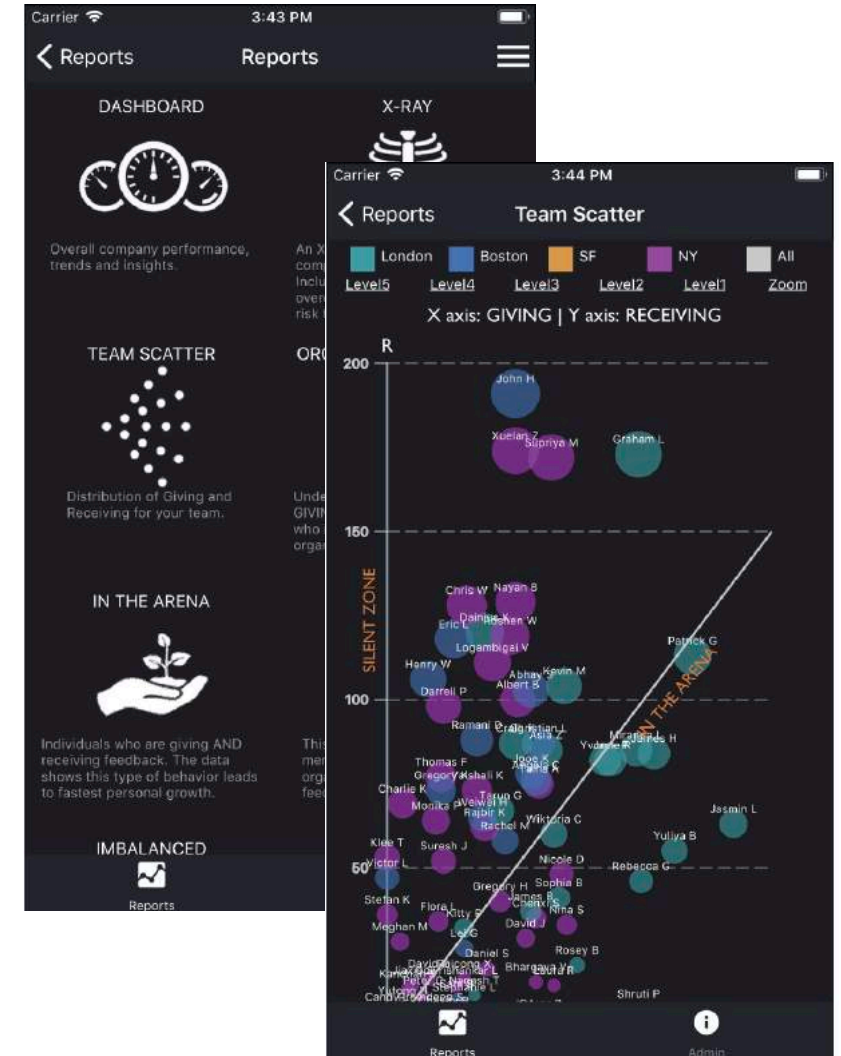
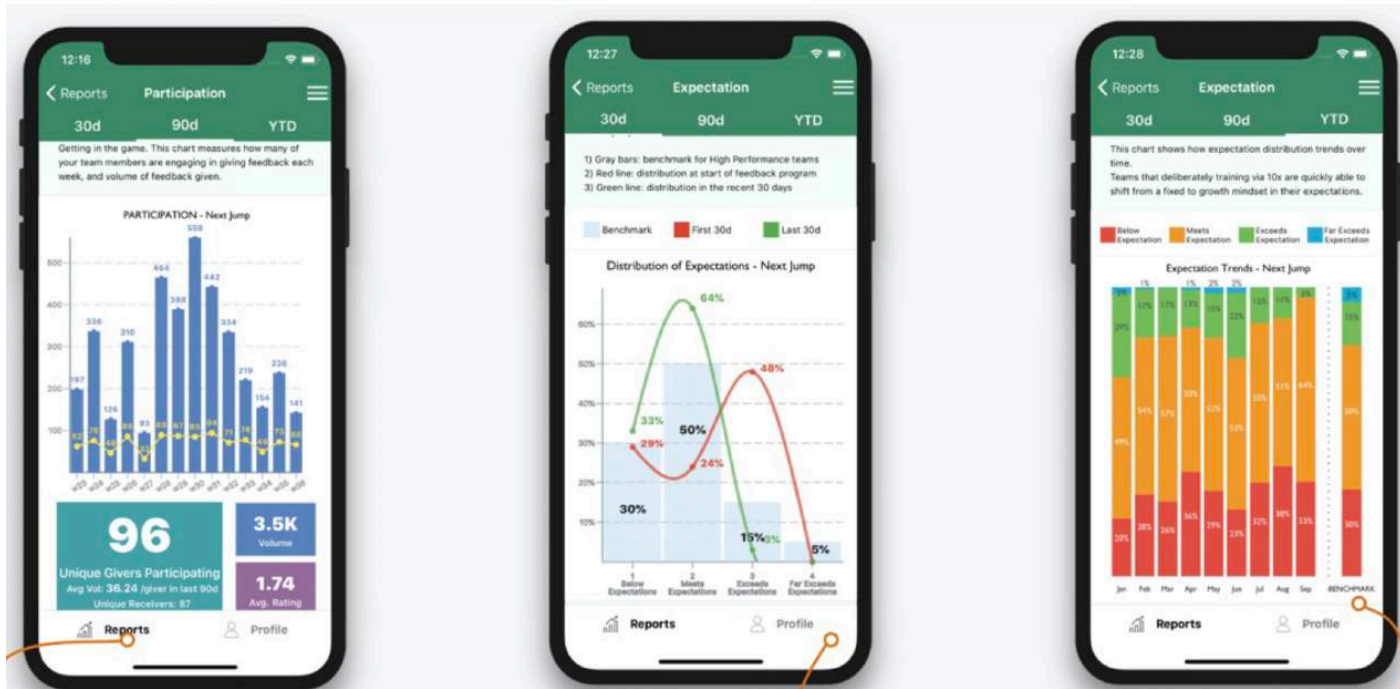
Large eCommerce Marketplace - Next Jump (Head of Engineering)



- Used by 70% of the Fortune 1000
- Multi merchant shopping cart
- Virtual currency & loyalty program development
- 50+ full scale merchant API integrations (Priceline, Lenovo, Walmart, AMC, Broadway, ...)



People Analytics HR App - Next Jump (Head of Engineering)



- Advanced people analytics for HR, including predictive behavior like disengagement leading to turnover, risk taking and growth markers
- Deployed with the US Navy, and Fidelity US

DTC Websites – CoActive Marketing (CTO)



MasterCard World



MasterCard Marketplace



Corporate Perks



Jeep Compass Launch



Nintendo Event Center



Centrix Financial



Valvoline.com



EagleOne Products



Kikkoman USA



Johnnie Walker CRM



Captain Morgan CRM



>Grand Marnier - Navan

- Select samples

Electronic Data Capture + CRM Solution - USConcepts (CTO)

- Deployed at NASCAR and other events
- Tablet & Mobile solution
- Used by a wide range of national brands
- Highly efficient acquisition and CRM funnel



Crown Royal®



JOHNNIE WALKER.

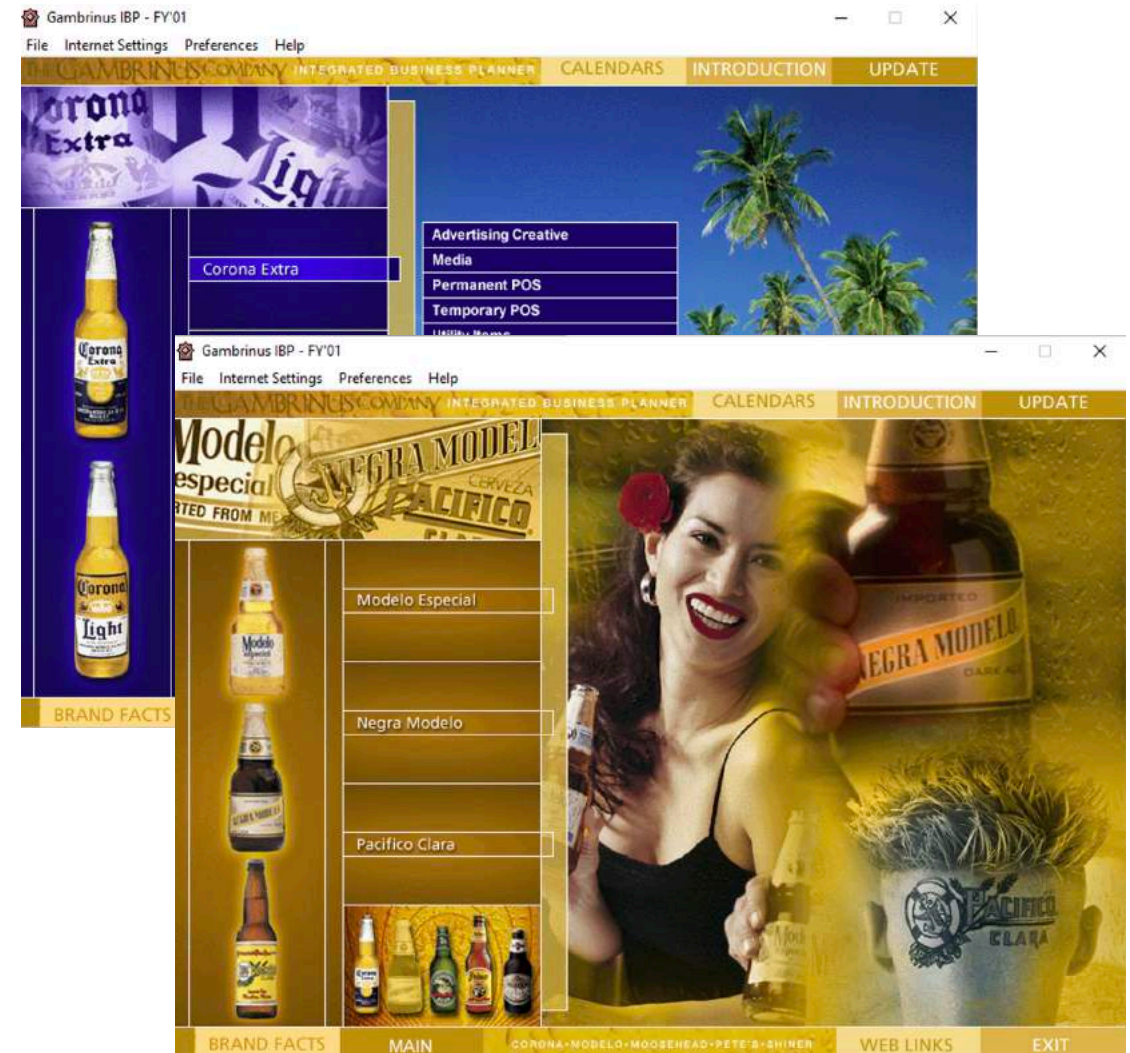
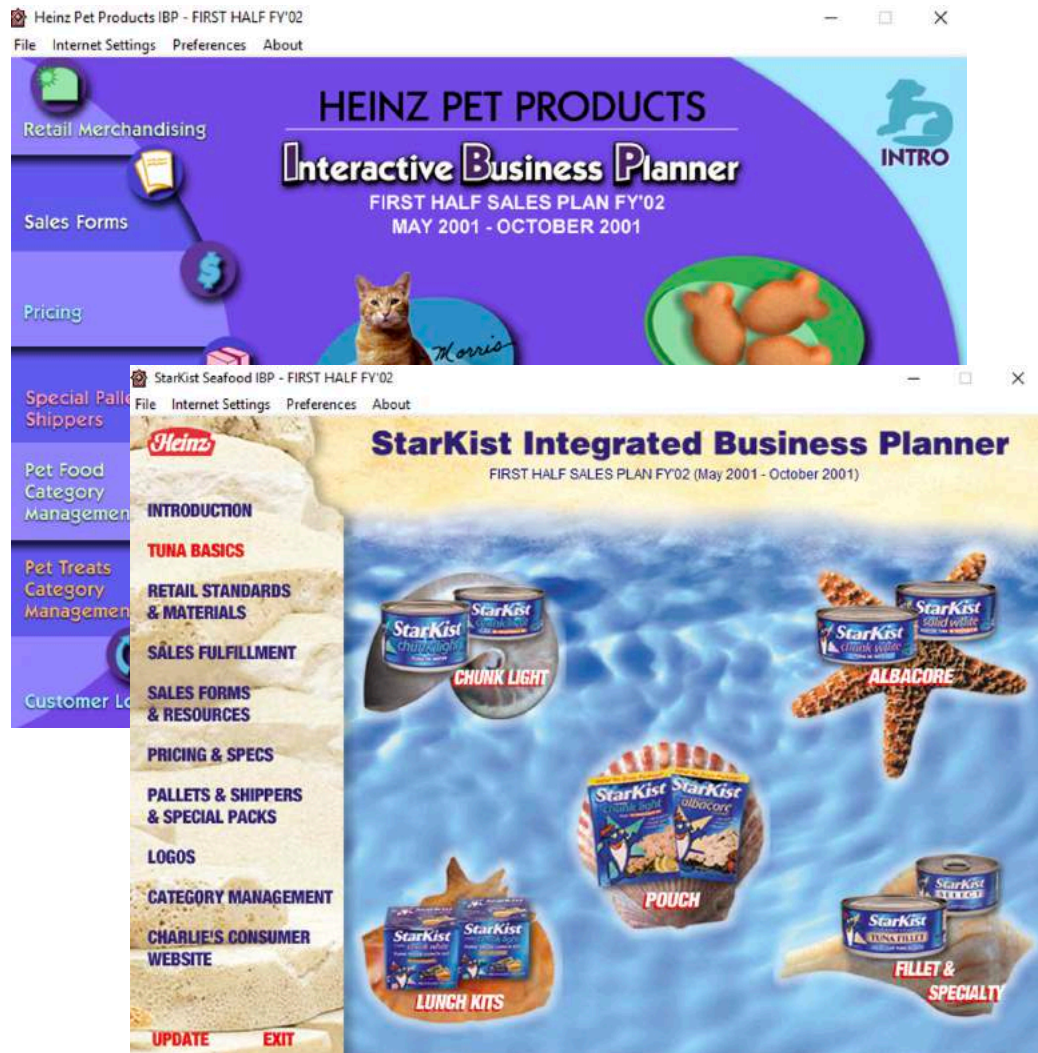


Nationwide

Sprint



Interactive Business Planner for CPG Brands — Optimum (VP Engineering)



- Adopted by P&G, Heinz Foods, DelMonte, Star-Kist Tuna, Gambrinus Group (Corona brands)