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Swiftwater Solutions, LLC:

[www.swiftwater-solutions.com](http://www.swiftwater-solutions.com)

LinkedIn :

[www.linkedin.com/pub/dir/chad/heimbecker](http://www.linkedin.com/pub/dir/chad/heimbecker)

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**CORE COMPETENCIES**

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Swiftwater Solutions, LLC is a complete service provider for all aspects of Information Technology, Internet Applications, Software Development & System Administration. In addition, Swiftwater Solutions LLC offers a wide variety of Professional Services such as CAD Drafting, Graphics Design, Product Development & Marketing to small & large businesses in multiple sectors including transportation, pharmaceutical & finance.

**Internet & Technology**

Website Design

Core: PHP/MySQL/JS/jQuery/HTML5/CSS/XML/JSON/AJAX

Secondary: MsSQL/ASP.NET/C#/VBA & Adobe Flex/AS3/Air

Application Development

Secure Database Content Management Systems

Complete UI/UX Development from Design Templates to HTML conversion

Multiple CMS & MVC backends: Wordpress/Drupal/Joomla/Symphony/ATK & custom frameworks

Online Shopping Carts & E-Commerce: osCommerce/MarketPress/Squirrelcart

Credit Card processing & Google/Yahoo Product Feeds

Search Engine Optimization (SEO) Solutions & Analytics

System Administration

Managing over 50 servers for dozens of clients, hosted through various providers including: GoDaddy, Network Solutions, Amazon, Inetu, 1and1, Omnis, HostMonster & others

Linux Server (Fedora, CentOS, Ubuntu, Plesk):

Apache/MySQL/PHP (Also experience with pgSQL/python/tomcat)

Firewalls/VPN, FTP(S), SCP/SSH, HTTPS & SSL Cert., IMAP, SMTP/POP

Microsoft Server:

Active Directory/Exchange/IIS/ASP.NET/C#/MSSQL

Hardware Systems:

Complete computer service & installation for both Window & MAC systems

All aspects of Networking/LAN/WAN/Ethernet/Wireless

**Professional Services**

Computer Aided Design & Drafting

Core: 3D CAD Modelling & Drafting in AutoCAD

Secondary: ANSYS LS-DYNA FEA Application

Product Development

Project Management of Prototype and Full-Scale, Federal Highway Administration compliant, impact testing programs

Partnerships with specialists in Computational Fluid Dynamics & Civil/Mechanical Engineering

Government (F.H.W.A./State D.O.T.) & contractor site visits, product approval, and training

Managing patent submittals & processing.

## Market Review & Analysis

International contacts in manufacturing & distributorships for a large selection of product types  
Evaluation of market conditions & competition  
Assisting in complying to federal/local regulations  
Point of contact for technical development of product specifications, literature or software  
Distributor/Personnel/Territory alignment & product sales statistical analysis

## **Multimedia Production**

### Graphics Design & Audio/Video

Adobe Creative Cloud (Photoshop/InDesign/Flash/Premier/Audition)  
Cakewalk HomeStudio

### Marketing & Public Relations

Logo Design & Brand Focused Integrated Marketing Solutions  
Press Releases & Advertising Campaigns  
Tradeshaw & Web-based visual presentations (PPT/Flash/HTML5)  
Contacts in advertising specialties, tradeshaw supplies & printing services

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## **EDUCATION / SKILLS**

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1996-2000  
**Muhlenberg College, Allentown, PA**

B.S. Biology  
Minor in Computer Science  
GPA: 3.42 cum. (3.8 minor)

1992-1996  
**William Allen High School, Allentown, PA**

Science & Math College Prep. in Gifted (Track A)  
Member, Allentown Arts Academy  
Member, National Honor Society

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## **PROFESSIONAL EXPERIENCE**

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Swiftwater Solutions, LLC – Lehigh Valley, PA - 2007 to Present  
Founder

Bryson Products, Inc., - Bethlehem, PA - 5/1997 to 7/2007  
Director of Information Technology & Product Development

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## **PORTFOLIO**

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Clients & portfolio available at [www.swiftwater-solutions.com](http://www.swiftwater-solutions.com)

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## PROFESSIONAL AFFILIATIONS & ACHIEVEMENTS

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### **American Association of State Highway Transportation Officials (AASHTO)**

Taskforce #13 - Standardization of Highway Barriers, Member Since 2001  
Publications Subcommittee, Co-Chair 2005 – 2006

### **American Traffic Safety Services Association (ATSSA)**

Guardrail Committee, Friend & Consultant Since 2001  
Education Taskforce, Member Since 2001  
Guardrail Education Taskforce, Co-Chair 2002

### **Greater Lehigh Valley Chamber Of Commerce (GLVCC)**

Member - 2007 to Present  
Transportation Committee, Member - 2010 to Present

### **Transportation Research Board (TRB)**

AFB20 Committee on Roadside Safety Hardware  
Friend – 2001 to Present  
Young Professional Member - 2011 to Present  
Sub-Committee on Finite Element Analysis, Member – 2005 to Present  
Sub-Committee on International Research, Member - 2005 to Present  
Sub-Committee on Positive Protection in Work Zones, Member - 2010 to Present

### **Patents**

7,182,320 - Integrated cable guardrail system  
20100111603 - Vehicle Barrier Systems and Assemblies

### **Research Projects & Papers**

Transportation Research Board, National Academy of Sciences, National Cooperative For Highway Research Projects: Update of the 1995 AASHTO/AGC/ARTBA 'A Guide to Standardized Highway Barrier Hardware' (NCHRP 20-07 / 328)

Transportation Research Board, National Academy of Sciences, National Cooperative For Highway Research Projects Synthesis 465: Permanent Signs Mounted on Median Barriers (NCHRP Synthesis 20-05 / 44-14)