

Lawrence McDaniel

Full Stack Developer & Business Analyst

lpm0073@gmail.com

Summary

Perpetually curious. Veteran of many technologies, business models, and fund raising environments.

Lawrence is a full stack developer specializing in web and mobile development using AngularJS, Ruby on Rails and Wordpress. He was an early employee at three startups that were later acquired by Goldman Sachs, IBM and Deutsche Bank respectively, and has participated in a successful NASDAQ IPO. He has worked as a freelance technology consultant since 1999 and has advised dozens of startups as well as banks, hedge funds and real estate investment funds from around the world including Morgan Stanley, Fortress Investment Group, IBM Seterus, and others. He earned a BS in computer science and mathematics with minors in physics and English from University of North Texas.

Lawrence knows about financial modeling, business analytics, forecasting systems, machine learning, big data, full stack web development, mobile, database technology, and Amazon Web Services (AWS) cloud infrastructure. He is fully English/Spanish bilingual and available to travel throughout all of North America.

He knows a lot about startups, entrepreneurship and FUND RAISING also. He is an angel investor, entrepreneur and company mentor with nearly 25 years of international experience with an emphasis on technology and US-Mexico trade. He has extensive startup, fund raising, business development and M&A experience with alternative investment and disruptive FinTech, edTech and IoT ventures.

Lawrence directs the AWS Activate Program for Startup Mexico where he is also a mentor, and he volunteers at non-profits edMex and M-Arca.

Experience

Full Stack Developer

June 1999 - Present

Full Stack Developer and Business Analyst specializing in responsive web and mobile development using AngularJS, Ruby on Rails and Wordpress. Portfolio, recommendations and complete technical skill sets detailed here <http://lawrencemcdaniel.com>. Summaries of any projects spanning 12+ months further detailed below.

Information Technology Advisor at Sherman Financial Group

January 2006 - February 2007 (1 year 1 month)

Technology and fund raising advisor to the Mexico leadership team during pre and post acquisition of Consupago, an early-stage, Mexico City-based FinTech startup launched by Chedraui Group. Completed \$51 million dollar series-A round.

Simultaneously acted as technology liaison during planning stages of a fully-chartered Mexican credit card bank startup BancoFacil. Completed \$100 million dollar series-A round.

Technology Focuses: Credit scoring, Database design, Data center design

Software Engineer & Data Scientist at Ascend Capital

January 2004 - August 2005 (1 year 7 months)

Used data science and big data principals to architect the software platform for the Sequoai Fund, an algorithmic trading platform that consistently outperformed its peers. Oversaw growth of the fund from \$3 million to \$130 million USD. Was Responsible for R&D of data warehousing, backtesting and factor-testing tools, as well as the design, coding, testing and daily operation of all custom-developed software for portfolio construction, daily trading for portfolio optimization & rebalance, stock selection, trade execution strategy optimization, and daily reporting & investor reporting.

Technology Focuses: Automated trading systems, Compustat, Factset, Capital IQ, Real Time Prices using RSS, Visual Basic .Net, Microsoft Excel, Excel VBA, MS Outlook VBA, MS SQL database design, Transact-SQL, Data center & infrastructure design.

Technology Consultant at Fortress Investment Group

January 2003 - December 2003 (11 months)

Advisor to Fortress' European leadership team during post-acquisition integration phase of Italfondario, an Italian government-sponsored mortgage bank. Led a team of bank managers who were responsible for restructuring, downsizing and retraining the back office and F&A staff of the bank. Was directly responsible for modernizing the bank's legacy information systems, including requirements analysis, system selection, price negotiations, installation, configuration and data migration.

Also participated in promotion of the Fortress brand and in business development activities in Europe requiring development of complex analysis and presentations to large financial and governmental institutions.

Technology Focuses: ERP, JD Edwards, Loan Management Systems, Payment processing, MS SQL database design, Transact-SQL programming.

Technology Consultant at J.E. Robert Companies

September 2000 - December 2002 (2 years 3 months)

Liaison to the leadership teams of JE Robert and Deutsche Bank Global Real Estate during the implementation phases of a \$5 billion contract awarded by IPAB to liquidate the remaining assets of failed Mexican bank Bancrecer.

Nationwide responsibility for information systems, financial analysts and online reporting tools supporting a team of approximately 100 asset managers preparing and maintaining business plans for disposal of all individual assets valued at \$100k USD or more. Developed custom technology solutions to generate discounted cash flow analysis of complex commercial real estate and other income-producing assets.

Was also the reporting and information system liaison to the IPAB oversight leadership team.

Technology Focuses: Asset Management Valuation and Management systems, Auction systems, Data center design, Voice & Data infrastructure, TCP/IP network engineering, Microsoft Excel, VBA, Visual Basic Objects, MS SQL database design, Transact-SQL, Web front ends using XML/XSLT.

Technology Advisor at Morgan Stanley Real Estate Funds

February 1999 - June 2000 (1 year 4 months)

Liaison to the US fund leadership team during client's entry into the distressed assets markets in Tokyo Japan, Seoul Korea, and Bangkok Thailand. Developed custom database technology used by asset managers, portfolio managers, and asset-backed securities underwriters to construct financial models of pro forma cash flows of several thousand distressed, income-producing assets acquired from failed banking institutions across SE Asia.

Technology Focuses: Microsoft Excel, VBA, MS SQL database design, Transact-SQL.

VP of Data Warehousing & Analytics at IBM Seterus (Formerly Wilshire Financial Services Group)

October 1996 - February 1999 (2 years 4 months)

Created, staffed and managed a mortgage whole-loan research area that was also responsible for loan servicing business intelligence and executive reporting and data warehousing technology. Managed a team of 10 software engineers and financial analysts who developed and maintained automated pricing systems for mortgage portfolio acquisitions and portfolio performance monitoring. Developed proprietary technology and research to facilitate real-time pricing of non-agency, heterogeneous whole loan mortgages, enabling the generation of same-day binding quotations on portfolio bids and the dawn of the residential mortgage securitization market in the mid 1990's. Provided custom reporting solutions to a senior management team of over 50 executives located across U.S. and Western Europe. Oversaw and approved multiple portfolio bids on a weekly basis, with approximately 150 successful transactions totalling more than \$4 billion.

Also served as interim chief information officer during Wilshire's IPO on NASDAQ in 1997 and was part of the international expansion team in 1998, opening offices in Paris, London and Dublin.

Technology Focuses: Microsoft Excel, VBA, MS SQL database design, Transact-SQL, Data center & infrastructure design.

IT Business Analyst at Archon Group

August 1994 - October 1996 (2 years 2 months)

1994: Financial analyst providing discounted cash flow and IRR return analysis analytical support to a portfolio manager and 5 asset managers on a \$200 million portfolio acquisition of defaulted tax-exempt revenue bonds backed by mortgages secured by multi-family real estate properties.

1995-96: Lead business analyst for a global asset management database information system deployed worldwide and used daily by more than 12,000 employees supporting Goldman Sachs' Whitehall Funds to enable the creation and monitoring of commercial mortgage and asset-backed securities; a landmark achievement on wall street at the time. Worked closely with the thought leaders of Goldman's investment team as well as the information technology leadership team to overcome a host of business, investment, technological and logistical obstacles along the way.

Was also the lead analyst for international expansion to Europe as well as for negotiations leading to the buyout of Whitehall's original JV operating partner J.E. Robert Companies.

Technology Focuses: Microsoft Excel, VBA, Oracle pl SQL

Financial Analyst

August 1992 - August 1994 (2 years)

Reviewed and analyzed business plans for themes including early-stage software ventures and other technology, consumer products & services, and real estate development projects in U.S. and Mexico.

- developed a business plan for affordable housing mortgage finance in Mexico
- developed business plan and launched and operated Exposure Indoor Rock Climbing Gyms
- developed a pipeline of early-stage investment candidates in the nascent virtual reality industry
- principal analyst for several large-scale multi-family real estate development projects in USA

Education

University of North Texas

Bachelor of Applied Science (BASc), Mathematics and Computer Science, 1990 - 1993

Activities and Societies: Physics Society, Raquetball Team, Mathematics Society

Wills Point High School

General Studies, General Studies, 1982 - 1985

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[Contact Lawrence on LinkedIn](#)