Paul Weil, CTO
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Paul Weil has done social psychology research in the area of reciprocity with acclaimed researcher Dr. Robert Eisenberger, as well as psychodrama research with Dr. V. K. Kumar. Paul's social psychology training helps with developing rich and highly usable user interfaces, and well as enabling him to communicate and collaborate with disparate teams within organizations such as business, Ux, and project management. Paul has almost twenty years of experience in full-stack Web development, beginning in the late 1990's. He has worked extensively in Web financial media in the fields of investment and finance, especially regarding asset allocation and portfolio management, contributing to three books on investment strategies using index funds and ETFs. Paul spent nine years as president, CEO, CTO, and chief architect of a successful Web design and development with large financial companies and wineries as clients, winning accolades in the financial media publications. He architected and developed rich financial media Web applications in HTML5, CSS3, and JavaScript on the LAMP stack, including a Web service for an XML wire feed to provide content for the Yahoo! Finance ETF Center. Paul was responsible for creating and implementing a front-end UI/UX framework to bring common look and feel, responsive design, and Web accessibility to the many Wells Fargo Wholesale (B2B) applications. He worked with system architecture and senior developers to formulate the architectural design and implementation of the new Wells Fargo front-end Web framework, specifically regarding Web accessibility and cross-browser compatibility. Paul then partnered with the channel business team to guide application teams on integration of the framework and best front-end practices, including both customer-facing and internal applications. In the course of this, he developed enhancements and new functionality for both the framework and the applications that consume it. Paul has given a variety of past presentations, on such topics as Information-as-a-Service (IaaS) and the need for a more Service-Oriented Architecture (SOA); the Wholesale application redesign program's technical strategy specification document with recommended application architecture, including the MVC pattern, code reuse and modularization, security, performance, responsive Web design, Web accessibility (ADA compliance), correct usage of JSON and Web Services, and code/content separation; a one-day crash course used to educate application teams on front-end architecture, best practices, and framework integration; a case study on the need for implementing server-side pagination when dealing with data sets with no theoretical upper limit; and an exploration of the emerging set of W3C Web Components standard. Paul's recent achievements include spearheading the creation of a new vertical at Western Union (WU) dedicated to embedding the WU payment service into social media applications. He personally architected and led development on integration with the Viber chat application, which after only a month was processing over 100 payments daily.

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