

Executive Biography

Kevin Ferguson President & CEO, Founder



Craftlogic Software, LLC

Kevin Ferguson is President, CEO and founder of Craftlogic Software LLC.

Kevin has been passionate about software development since 1984. He has worked in many different industries using a variety of technologies from assembly language and C in the 80s to C++, Java, .NET and C# today.

Kevin believes that no matter how companies try to commoditize or assembly-line software development, software development is a craft. To view it any differently, jeopardizes projects and diminishes the creativity and talent required to build software.

Craftlogic was started in 2003 because Kevin saw how so many projects fail. There was always plenty of blame to go around from management, to architecture, to development, to funding. However, it was almost always because of people. Having the right mix of talent and skills on a team and being able to validate that talent and those skills is the key to getting the right people. Most companies simply do not have a process in place to locate, validate and acquire the right talent.

Prior to starting Craftlogic in 2003, Kevin consulted for about 10 years for a number of companies in the telecommunications, financial and healthcare industries. In addition to pure software development, Kevin has years of experience in project management, architecture and software development process and methodology. It was during these consulting years that Kevin realized software developers were craftsmen. These craftsmen were often undervalued and underappreciated resulting in project failures such as cancellation, delays, budget overruns, or feature reductions in releases.

Today, Kevin is actively involved in technology. He is an avid reader of software technology and keeps up with the latest trends and advancements. He contributes code on some projects and he consults on many other projects in project management, architecture, and planning. Primarily, though, he is involved in the recruiting process, determining standards and interviewing candidates, and ensuring the process is working so that Craftlogic's quality is never compromised.

Craftlogic firmly believes the most important asset which ensures project success is the people.

