Application & Portal Development

Ben Hollifield, Yansa Labs

Ben Hollifield is a Co-Founder of Yansa Labs (www.YansaLabs.com). Ben joined Yansa Labs to found a world-class application development discipline focused on empowering ServiceNow developers and Service Portal designers.

Ben is well known in the ServiceNow ecosystem as a prolific creator of solutions that both extend the capabilities of the platform and enable other ServiceNow developers to more efficiently and effectively realize their goals. His applications are used in production at hundreds of ServiceNow customers around the world.

Ben is the single largest producer of application content on ServiceNow Share, with an average customer rating of 5/5 stars. His dedication to quality and ongoing support of his solutions is evidenced by over 7,000 downloads, hundreds of application revisions, and an ongoing presence in comment threads. Ben is also a visible presence in the ServiceNow Community, both online and at User Groups and Developer Meetups around the Southeast.

Ben was employed by ServiceNow for several years, contributing in various capacities throughout the organization. As a Solution Architect in the Professional Services organization, Ben led dozens of deployments for some of ServiceNow's largest customers and most complex environments. Later, Ben was a founding member of the Services Development Innovation group, building technology to help ServiceNow more effectively serve their customers. Finally, Ben joined the Solution Consulting organization, eventually managing the Inspire Labs development team responsible for creating the most innovative and forward-thinking solutions available for ServiceNow. Ben has maintained a constant interlock with ServiceNow's Product Management teams. His influence can be seen in many current and future ServiceNow features ranging from location-aware services to predictive trend detection to contextual search solutions.

Before joining ServiceNow in 2012, Ben worked as an Application Performance Architect for Compuware, supporting the performance of the world's busiest e-commerce portals. Prior to this, he led a team designing robust wireless networks to support autonomous drones for the United States Air Force. Ben holds advanced Engineering degrees from Stevens Institute of Technology and Georgia Tech.

Areas of Expertise:

Custom App Development	User Interface Design	Workflow
ServiceNow Platform	User Experience Design	Domain Separation
Service Portal Development	Modern Web Development	Scoped Applications

Ben's greatest professional joy is creating solutions that exceed expectations, whether through innovation, creativity, or sheer utility. He continues to be an active innovator in the ServiceNow ecosystem through his work at Yansa Labs.