

## Technology Leader

Twenty years of experience building teams, developing engineers, and creating software engineering solutions. Extensive background in leading through change and geographically disparate teams. Skilled in assimilating new technologies, developing product requirements, and managing all aspects of a product offering from infrastructure through application development, QA, and operational support. Formally trained in Scrum and seasoned in various agile development methodologies. Flexible, analytical, and amicable executive who excels at partnering with other business leaders while having the deep technical background and mentoring experience to garner the respect of engineers.

### Primary Skills and Areas of Expertise

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|------------------------------------|-----------------------------|--|
| Team Building, Hiring, & Mentoring | Information Security        | Software Development Life Cycle (SDLC) |
| Distributed & Virtual Teams        | Integration                 | Web Services                           |
| Technology Roadmaps                | Prototyping                 | Content Management Systems (CMS)       |
| Technology Portfolio Management    | Agile Methodologies / Scrum | Analytics & Business Intelligence      |
| Leading Through Change             | Architecture                | eCommerce                              |
| Strategic Planning                 | Resiliency & Scalability    | Marketing Automation                   |
| Vendor Management                  | Cloud Computing             | CRM                                    |

### Technical Skills and Services

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|------------|------------|----------|------------|------------|-------------|------------|--------------|
| Ruby       | XSLT       | SQL      | Cloudflare | Ant        | Basecamp    | Rackspace  | Marketo      |
| Rails      | HTML       | MongoDB  | Lucene     | Chef       | Trello      | Rightscale | Mobit        |
| Sinatra    | CSS        | Redis    | Solr       | Maven      | Pivotal     | Engineyard | Infusionsoft |
| PHP        | VBA        | MySQL    | Sphinx     | Jenkins    | Tracker     | Heroku     | Maropost     |
| Cake       | Responsive | Oracle   | GSA        | TeamCity   | Unix        | Wordpress  | New Relic    |
| Perl       | TDD        | Sybase   | Fusion     | Slack      | Ubuntu      | Drupal     | Datadog      |
| Java       | Selenium   | Memcache | Android    | Jive       | Linux       | WPEngine   | Splunk       |
| JavaScript | Nginx      | CDN      | iOS        | Atlassian  | AWS         | Ustream    | Zendesk      |
| jQuery     | Apache     | Fastly   | Git        | Confluence | Autoscaling | Wistia     | Return Path  |
| Ajax       | Tomcat     | Akamai   | SVN        | JIRA       | RedShift    | Salesforce | Badgeville   |

### Professional Experience

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#### **I WILL TEACH (IWT), SAN FRANCISCO, CA**

*Delivers life changing online learning on subjects from entrepreneurship to personal development.*

#### **Vice President, Engineering**

2015 – 2017

Revamped the core systems of a successful business to provide scaling and insights into opaque, organically grown systems. Led a virtual team of software engineers, web developers, designers, architects, dev ops, and desktop support technicians.

- Resolved long standing issues with core systems (CRM, marketing automation, eCommerce) that limited growth of the business.
- Providing insights for strategic decisions by instituting systems for business intelligence, which included redefining the CRM data model, integrating event logging, and developing an enterprise data warehouse on RedShift.
- Modernized legacy code, developed applications, and created microservices to provide additional functionality, scalability, data integrity, auditing, and integration with third party APIs.
- Stabilized production systems, migrated them to AWS, and optimized performance through the use of CDNs, caching, refactoring, database optimizations, NoSQL services, precompiling, and front end optimizations.
- Transformed project and software development process through the introduction of Agile / Scrum.

**ZIFF DAVIS, INC., SAN FRANCISCO, CA & NEW YORK, NY / EXPONENTIAL INTERACTIVE, INC., EMERYVILLE, CA**

*Maintained a consumer product site that directed users to retail sites through affiliate links.*

**Senior Director, Engineering**

2013 – 2015

Modernized a very profitable, but fragile, legacy product while leading a team of software engineers, QA engineers, and product managers spread across India and North America. Served as a hybrid product development and engineering executive.

- Reduced load time by an average of 60% and increased site durability to avoid downtime during Black Friday spikes for the first time in the site's history through implementation of caching layers, offloading non-critical functionality to separate services, and code optimization.
- Implemented Scrum, reengineering processes for requirements gathering, sprint planning, dev, and QA.
- Represented all technical concerns throughout the sale of our division, including evaluating potential suitors, due diligence, change management, and the integration of both teams and technologies.
- Managed multiple infrastructure transitions on the live application, including Oracle to MySQL / MongoDB and private datacenter hosting to Amazon AWS.
- Built a domestic team and led the organization through the onshoring process.
- Managed the development of mobile applications for Android and iOS.

**KARMAWELL, INC., SAN FRANCISCO, CA**

*Helped users raise money for their favorite non-profits through the use of browser plugins and affiliate relationships.*

**Co-Founder and Vice President, Engineering**

2012 – 2013

Co-developed the company vision by evaluating the market, establishing product direction, and managing development resources.

- Managed all aspects of engineering and infrastructure, from conception to public release.
- Implemented A/B testing, monitoring, and reporting to refine products and understand user interactions across browsers and user profiles.
- Researched and managed the use of external services for a range of needs from cloud infrastructure to distributed task management to gamification.
- Evolved product offering as needed to adjust to changes in eCommerce, affiliate marketing, SEO, and browser extension development.

**DOGTIME MEDIA, San Francisco, CA**

*A media network managing ads for hundreds of sites related to pets and animal welfare. Provided content and services to increase their monetization.*

**Vice President, Engineering**

2008 – 2012

Replaced the founding CTO as leader of the engineering team at a startup vertical media network.

- Brought the company into profitability by increasing page views and working with Sales to create new offerings.
- Defined and developed a broad product portfolio, including:
  - Facebook applications which raised over \$270,000 for animal shelters
  - Content management systems implementing SEO best practices and social elements on a modern Rails technology stack
  - Streaming video players, widgets, and a widget provisioning system

**CISCO SYSTEMS, INC.**, San Jose, CA

*Worldwide leader in IT and networking.*

**Senior Manager, Collaboration Business Technologies**

2000 – 2008

Joined Cisco as senior intranet developer and continually earned greater responsibility to become the technical leader of the organization.

- Developed a vision and strategy for applying trending technologies to encourage self-organization and transform the way employees communicate and work together within teams, across organizations, and with partners.
- Led enterprise projects for 60,000+ worldwide employees from business requirements through design and implementation. Projects included: user experience standards, top level intranet sites, content management systems, development frameworks, enterprise search (including a pre-release implementation of Google's Enterprise Search Appliance), and Cisco Directory (finding people, groups, and expertise).
- Portrayed intranet strategy in customer presentations and executive briefings.
- Participated on the patent committee for collaboration technologies to evaluate potential new inventions.
- Provided leadership through times of shifting priorities and sparse resources.

**SILICON GRAPHICS, INC.**, Mountain View, CA

*Computer company creating breakthroughs in graphics, floating point operations, and high data bandwidth.*

**Senior Software Engineer, Intranet**

1995 – 2000

Joined SGI as a systems administrator intern and web developer and became lead developer on the intranet development team, responsible for core intranet sites and services (including the search engine). Ancillary duties included teaching internal technical training classes and mentoring webmasters, systems administrators, and engineers.

Education, Certifications, & Awards

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**Bachelor of Science – Computer Science**, *San Jose State University*

**US Patent 7953731**, *United States Patent Office*

Leveraging a user's social networking and network usage to improve search results.

**Certified Scrum Programs**, *Scrum Alliance*

**Intranet Design Award**, *NN/g*

**Web Business 50 Award**, *CIO Magazine*

**Emerging Leaders Program**, *Cisco Systems*

**Golden Quill Award of Excellence**, *IABC*

**50/50 Award**, *WebMaster Magazine*