

Summary of Experience

Over 16 years of professional experience on managing and developing mission critical projects from concept to deployment. Managed customer relationships throughout the entire sales cycle. Successfully rolled out several multi-million dollar projects. Extensive background in multiple industries: enterprise software, Internet advertising, wireless, telecommunication, semiconductors and retail.

Work Experience

Name withheld **San Jose, CA** **2004 - Now**

Director of Software and Professional Services

- Directed work of product management and development, quality assurance, release management, customer support and account maintenance
 - Performed pre-sales, often customized, demonstrations to C-level executives of Fortune 500 companies
 - Assessed prospective customers' needs, responded to RFPs, and developed statements of work
 - Worked directly with customers on product definition, deployment planning, and defect tracking
 - Managed first line managers and direct reports on day-to-day tasks and led the team to multiple successful roll-outs
- Created the foundation for the company's RFID retail network—a proprietary wireless network consists of access points, handheld device, and tens of thousands of RFID-enabled electronic shelf labels (ESL)
 - Designed and implemented the database layer using Hibernate with PostgreSQL, the business transaction layer using EJB session facades, and the Web GUI using WebWork
 - Created the library that managed the life cycle of price data on RFID tags' small embedded memory (allocation, segmentation, defragmentation, persistence, write optimization, etc)
 - Architected and developed the SOA architecture that facilitates communication between Windows Mobile .NET client and JBoss server using Web Services

Packetel, Inc. **Milpitas, CA** **2003 - 2004**

Partner

- Managed offshore development and QA teams in Hong Kong and China. Established the processes and protocols that helped the HK, China, and US teams collaborate and work closely together. Led the teams to successfully roll out multiple releases of the company's fax and voice products, which were built on the .NET platform with IIS, Microsoft SQL Server and Cisco gateways at the back end
 - Integrated third party billing system: Paypal, Verified by Visa and MasterCard's SecureCode
- Led two key marketing initiatives: affiliate programs and search engine optimization (SEO). Affiliate programs helped drive traffic to the site while SEO increased visibility in search engines. Sales grew exponentially after the introduction of the two initiatives

Lightbridge, Inc. **Fremont, CA** **2002 - 2004**

Architect/ Principle Software Engineer

- Part of the architecture team whose role was to review and approve all new product designs, development processes, and coding standards for our n-tier platform using technologies such as XML, servlet, JDBC, EJB, JMS, Oracle 9i, Oracle Real Application Clusters (RAC), and WebSphere/JBoss. Directed many efforts that greatly improved the product's usability, scalability, and performance. Led the team to successfully deploy Lightbridge GroupTalk, a voice conferencing solution for AOL Instant Messenger (AIM), which supported more than two million users and boasted five 9s reliability
 - Developed the Interactive Voice Response (IVR) framework
 - Using the Factory design pattern, developed an application server and database-independent connection pooling API that greatly improved the product's scalability and portability; enabling the company to easily migrate from DB2 to Oracle and from IBM WebSphere to JBoss
 - Worked with the production DBA team, designed and conducted many performance tests; improved the performance of many database operations from minutes down to sub-seconds
 - Developed a Struts-like web framework that offered better manageability and higher availability through dynamic class loading/unloading and uptime monitoring
 - Streamlined the subscriber provisioning process by introducing a multi-threaded auto provisioning system with Oracle Internet Directory (OID) and OpenLDAP

- Designed, created, and maintained the database's logical model and physical schema for the GroupTalk product and its billing system, which interacted with third party billing systems such as Versign and PayPal

Altawave, Inc. (acquired by Lightbridge, Inc.) Fremont, CA 2001 - 2002

Senior Software Engineer

- Designed and implemented the data model and server-side Java libraries for company's personalized wireless content (in both HDML and WML) delivery system for enterprise users. The product was successfully deployed in Verizon Wireless
- Developed a two-way SMS and WAP messaging system using Openwave's WAP Push Access Protocol (PAP) library

Engage, Inc. (subsidiary of CMGI, Inc.) Palo Alto, CA 1999 - 2001

Team Lead

- Reporting directly to the Director of Engineering, established and managed a team of seven engineers (with three offshore members in India) to develop the internationalized version of the AdKnowledge's online marketing/analytical system in Java on IBM WebSphere platform and a multi-terabyte Oracle database. The project enabled the company to market the product in international markets such as France and Japan
 - Designed the internationalization libraries and database schema that supported multiple currencies, international date and number formats, and localized text
 - Led a cross-functional and inter-departmental team to drive the project to completion: defined business and engineering requirements with marketing, defined the deployment plan with operation/IT, worked with localization vendor, and worked with QA on verification
- Led a team of five engineers to successfully complete the Y2K-compliance project; implemented fixes in Perl DBI, JavaScript, and Oracle PL/SQL
- Conducted technical due diligence for several M&A activities; hands-on integration work with M&A targets
- Worked with content delivery network (CDN) vendors (Akamai, Speedera) to ensure speedy downloads

AdKnowledge, Inc. (acquired by Engage, Inc.) Palo Alto, CA 1998 - 1999

Staff Software Engineer

- Designed and implemented the web-based version of an ads ordering system that supported revision history and templates using Java servlet and Oracle database (via JDBC). The application, with its streamlined ordering process, drove higher customer satisfaction and helped the company to win major clients such as eBay, CBS SportsLine, and ad agencies like Organic and i-Traffic
- Increased the overall performance of the reporting system over 500% via parallel processing

Sybase, Inc. Mountain View, CA 1996 - 1998

Software Engineer

- Lead developer for Sybsetup, Sybase's general-purpose setup program on Windows NT/95
 - Implemented a product-independent backend with a Windows Explorer-like GUI using MFC's tree control
 - Hired and supervised an intern for the Sybsetup internationalization project (localized versions include Japanese, German, and French). Worked with Sybase Japan on QA functions
- Designed, prototyped, and implemented the Java-based GUI (tree views, list views, wizard dialogs, etc) for Sybase's server configuration utilities, which allowed a consistent interface to manage Sybase databases across different platforms

University of California, Berkeley Berkeley, CA 1994 - 1996

WWW Designer

- Created the first online graphical version of the Berkeley Magazine (<http://www.berkeley.edu/magazine>)

Senior Coder

- Ported a proprietary database system to Solaris using the ANSI C standard

Education

Bachelor of Arts in Computer Science, University of California, Berkeley, 1993-1996

Other Information

U.S. Citizen; fluent in written and spoken Mandarin Chinese