Will Kessler　　　　*willkessler.com*

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Career Highlights

- Co-founder and/or Vice President of seven high-technology startups
- Proven innovator and author of five software patents
- Project planner, tech-team manager /mentor in fast-paced environments
- Architect of large-scale website publishing, search, and promotion efforts
- Successful negotiator with partners, vendors and clients
- Communicator between multiple business units in a large corporate environment
- Experienced manager of outsourced contractors/contracting teams
- Communications systems expert– from web server internals to email, forum, and chat systems

Technology Expertise

- Complete software product architecture, design, planning and execution
- Expert, hands-on coding skills with PHP5, Perl, REST systems, C, Objective-C, OpenGL, Java, Apache extensions
- Extensive AJAX front and back-end experience, esp. jquery + cross-browser
- 22 years networked systems development experience
- 20 years building and managing Internet infrastructure and optimizing mysql usage for high-scalability
- Solutions builder with best-fit tools, including mysql, oracle, multiple scripting and compiled languages, Amazon ec2, etc

Education

- Stanford University, MSME Smart Product Design, 1989.
- Stanford University, BSME Product Design with Special Focus on 3D Computer Graphics, 1987.
- Baccalaureat with Distinction (Philosophie), Poitiers, France, 1983.

Work Experience

VP/Engineering, Minted LLC　　　　Nov 2007-Jul 2008

Background:

Minted (minted.com) is an e-commerce play that applies crowd-sourcing to the world of high-end stationery products. Many products are voted to the top by the community, and all products are extensively customizable: there are no stock products.

Key Achievements:

- Specified, designed all aspects of architecture, including schema, core product code, front-end flow, etc.
- Advised CEO on business strategy as impacted by technology: functionality, timing, costing, and staffing.
- Coded key product aspects such as the product Customizer, search engine, and cart/checkout. All of these heavily leverage Ajax for a highly interactive feel.
- Oversaw production processes, including production data flow into the database. Pricing of Minted products is very complex because of hundreds of varying options, so many tools were built to assist this.
- Built all back-end integration points, such as Cybersource, printer relationships, etc
- Oversaw successful launch in March 08 after 4 month rapid development process.
- Hired staff of two engineers and CSS specialist. Also hired an outsourced development firm and several key individual contractors.

VP/Engineering, BuzzLogic Inc.   Jun 2005-Sep 2007

Background:

BuzzLogic is pioneering the science of locating influential people and publishers in social media, as a tool for marketing, brand management, and for tracking and altering public opinion.

Key Achievements:

- As the first hire, built the technology infrastructure from the ground up. Grew the engineering staff from two to eight.
- Designed the core influence algorithm that constantly tracks conversations and calculates levels of influence across an index of hundreds of millions of social media pages.
- Filed two patents covering the innovations in BuzzLogic's influence algorithm, including content categorization and filtering, page sectioning, and topically focused link-pattern analysis.
- Built original prototype system exhibited at Demo 2006, and then led development on production system, launched April 2007 to multiple Fortune 500 clients. Significant hands-on contribution to all three tiers of SAAS enterprise application.
- Managed our search partner in customizing its white-label search technology to suit BuzzLogic's needs for extensive analysis at *crawl-time* (2 man years invested) and guided deployment of distributed search cluster.
- Led due diligence efforts that secured over $1M in seed funding, and $9M in A Round funding, from Adams Capital/TransCosmos Ventures. To this end, wrote infrastructure and staffing cost projections to align with op-ex model, and provided CEO with pricing models based upon cost per influence analysis.
- Managed internal team and two outsourced teams on three products that leverage/partner with influencers to create highly targeted ad campaigns.

Co-Founder, ParentsTrust.com   Jan 2004-May 2005

Background:

ParentsTrust.com was a successful, trusted marketplace for parents.

Key Achievements:

- Designed and executed every part of ParentsTrust.com, from initial concept, to launch, through ongoing marketing campaigns.
- Double-opt-in membership, spam-blocking controls, and cross-posting to CraigsList.org create a friendly, safe environment for parent shoppers.
- Cross-browser DHTML front-end ensures rapid load-times, without sacrificing visual appeal.
- MySQL back-end acquires content from RSS and email feeds as well as via on-site submission screens, and auto-categorizes it for optimum browsability.
- A custom-built application server called *XMLForm* quickly builds pages, forms, and session-based interactions. In this MVC-style system, templates and application flow are controlled with XML tags-- thus completely separating the role of site designer from programmer.
- XMLForm additionally was used to launch FreecycleFinder.org, a non-profit goods sharing marketplace. This site is still heavily used with 334,000+ active members.

Co-Founder/Architect, ABCFree.com   Sep 2004-March 2004

Background:

ABCFree was an ad-supported recycling community which helps schools with cash grants.

Key Achievements:

- ABCFree served thousands of users each day by leveraging the *XMLForm* technology built for ParentsTrust.com (see above).
- *Saved Searches and Alerts* notified users automatically and in near real-time when items they're looking for appeared on the site.
- ABCFree's stemming search engine provided lightning-fast searches and zip code-based distance sorting.
- Site infrastructure could scale to hundreds of thousands of users without noticeable performance delays, and sent instant alerts and newsletters daily to nearly 10,000 registrants.
- Users could pick beneficiaries from a database of over 43,000 schools, via a straightforward GUI.

- Administration functions include member management, content filtering, and content auto-categorization controls.

Technical Direction, Rentfair, Inc.   Mar 2003 – Aug 2003

Background:

Coordinated engineering team, graphic and GUI designer in building and testing Rentfair's DVD rental service/e-commerce site.

Key Achievements:
- Worked in a team of two to design and build prototype site permitting logins, rental requests, and rental fulfillment. Created database of DVD titles with home-brew Perl crawler for prototype.
- Managed project scheduling, infrastructure build-out, and hiring of designers and outsourced services (colocation, credit-card authorization).
- Implemented front-end for live site in a team of three, working in Jakarta Tomcat + Struts/Tiles, with a Mysql/RH9 backend. Optimized GUI for a smooth, simple experience for both new and long-time users.

Independent Consulting (See below)   *Oct 2001 – Feb 2003*

Vice President of Technology, Digital Stories, Inc. (Sony)   June 2000 – Sept 2001

Background:

Led the planning, development and deployment of proprietary technologies and web infrastructure for the production and sales of Digital Stories' digital book products.

Top Achievements:
- Assembled and managed 3 teams of full-time and contract developers to create production tools for Digital Stories' properties
- Built Digital Stories' network of special-interest commerce-enabled websites aimed at content-driven marketing of e-books.
- Invented the patent-pending *Media Delivery Agent (MDA) System*. MDA unifies unlimited media types in a seamless, stand-alone executable file, so publishers can employ *any* appropriate media (e.g. Flash, DHTML, PDF, RealAudio, WMP), to create a unique, self-tailoring e-book.
- Evaluated over 30 Digital Rights Management (DRM) technologies, researching the best way to protect electronic properties, including both MDA and existing industry-standard formats.

Technical Director, IDG.net (Int'l Data Group)   October 1998 – June 2000

Background:

Directed technology team and new technology development for IDG.net, IDG's Internet hub that integrates content from 250 worldwide properties, including *PC World Online, ComputerWorld, CIO*, and *InfoWorld.*

Top Achievements:
- Oversaw site from successful launch through complete redesign and relaunch.
- Scaled infrastructure to support IDG.net's rapid growth to 65,000 daily users in its first year.
- Managed all technology budgeting, purchasing, and hiring processes.
- Hired full-time staff of engineers to build a 2nd generation custom web publishing system (**V2).**
    - **V2** culled content from IDG's global network and distributed it through hundreds of special-interest "channels", correcting and reformatting as needed.
    - IDG.net's edit team published hundreds of IDG.net articles, and multiple "micronetwork" sub-sites 18 hours every day using **V2**, and **V2**'s email subscriber lists were split, cleaned, and rented to other IDG business units.
    - IDG.net's management tracked up-to-the-minute usage statistics, in hundreds of categories, with **V2**'s custom real-time traffic analysis tool.

- Negotiated with 7 major internet search engines to regularly scan IDG.net's content. IDG.net's servers distinguished crawlers from users to dynamically deliver optimized content, yielding consistently high traffic.
- Conceptualized and implemented solutions to further the business goals of IDG's business units, including meta-tag standard proposals, content hierarchies, and publish and crawl schedules.

Vice President of Technology, DigitalFacades Corporation   1992 – 1998

Background:

Co-founded and co-directed *DigitalFacades Corp.* from inception through first five years. Led the company to a leadership position in high-end multimedia services and development, with clients such as Epson America, Acura and Arthur D. Little. DF was acquired by RareMedium Corporation (Nasdaq:RRRR) in 1999.

Top Achievements:

- Working with the President, charted DigitalFacades' corporate strategy and technology development efforts.
- Identified and acquired clients via direct solicitation, trade shows, RFP cycles, and personal referrals.
- Hired and managed 3-5 person teams to satisfy all client needs, from touch-screen kiosks to promotional CD-ROMs to web sites such as Epson.com. Coded in Perl, Lingo (Director), and C for these projects, which underwent strict QA before delivery.
- Developed *Xpound!*, the first web-only forum system to leverage HTML frames. It offered advanced features such as emailed thread alerts, member personalization, and complete web-based administration. *Xpound!* Versions 2 and 3 were sold shrink-wrapped and over the web.

Co-Founder, Beyond Technology, Inc.   1988 – 1992

Background:

Brought to market the *3Form System,* a rapid product design tool for Silicon Graphics Computers.

Top Achievements:

- Brought DARPA-funded, cutting-edge interface concepts out of the lab and into the commercial realm. Using *3Form,* designers work directly in 3D in a fluid, intuitive style.
- Constructed complete solid modeling engine underneath *3Form's* immersive interface. Working with a partner, coded over 80,000 lines of proprietary C code to run on Silicon Graphics Geometry Engines with GL (the precursor to OpenGL).
- Beta tested *3Form* at Hughes Aerospace, IDEO/David Kelley Design, and IBM's Almaden Center.
- Recently, ported *3Form* to the Windows/OpenGL platform as an open-source project.

Technology Consulting   Oct 2001 - Present

AdvantageYellow.com

Advantage Yellow publishes on- and offline yellow pages for niche markets such as the Wedding/Bridal industry.

- Created web infrastructure to gather feedback from customers and users and manage their accounts.
- Provided guidance and planning on centralization of all publishing systems in a single database-oriented custom publishing solution.

Zinio Systems, Inc.

Zinio develops technology for reading and distributing electronic magazines. However, several key pieces of Zinio IP were unpatented. Additionally, Zinio's production process did not capture or leverage XML-based metadata regarding the internals of magazines.

- Researched prior art on and wrote two patents covering Zinio's pass-along rights. technology and Zinio's realistic page-turning simulations.
- Designed an XML schema to describe internal assets of a Zinio document, and extended their production tools using MSXML4 with XPath under VC++ to deploy it.
- Extended Zinio's front-end reader to support embedded XML descriptors for multimedia assets, using the W3C's SMIL.

MacHome.com

MacHome Magazine caters to the Macintosh home user. Their publishing platforms no longer met their current and upcoming needs, so I contracted to replace the infrastructure.

- Researched all available solutions for low-mid range online publishing.
- Purchased and deployed *BigMedium* software and customized for MacHome's needs.

American Academy of Ophthalmology:

The AAO frequently convenes a group of the world's leading specialists to propose new content for the organization's web site. Pre-existing web forum infrastructure proved inadequate to the task of coordinating and reviewing the specialists' contributions.

- Extended existing infrastructure to support an automated email-based contribution reminder system.
- Built and integrated tracking and publishing solution.
- Technology base: ColdFusion MX with Microsoft SQLServer.

Interests

- Vice President/Public Relations, San Francisco Renaissance Toastmasters (CTM level).
- Squash racquets, sketching, African music, and cooking.

References (contact information available upon request)

- Vince Monical, Google Corp.
- Laurie Morgan, CEO
  AdvantageYellow.com
- Sean Fee, CEO, Rentfair
- Kurt Freytag, SVP Products, Oodle
- Mariam Naficy, CEO, Minted LLC