W. BRADLEY RUBENSTEIN

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PROFESSIONAL EXPERIENCE

Twenty years of experience in computer software development and information technology, both inside and outside the computer industry.

Areas of technological experience include hands-on software design and implementation, complete system design and integration, software validation methodologies and infrastructure, and software project management. Domain expertise in the areas of business systems' front-end and back-end architecture, time series management and feature analysis, financial derivatives valuation and risk management.

Professional focus is on instituting rigorous software engineering methodologies into chaotic environments, efficiently providing complete solutions that work. The resulting systems are engineered for ease of use, flexibility, maintainability, and robustness.

Major Employment Experience

Blog Carnival (Founder, CTO)

New York, NY (2005-present)

BlogCarnival.com is a web service for bloggers that supports the creation of online magazines. Blog
Carnivals are a phenomenon among bloggers where they develop interest-based communities that share pointers
to their blog articles via periodic annotated surveys published on the blogs themselves. BlogCarnival.com helps
carnival organizers create and promote their carnivals, building community, generating submissions of content
and developing readership. We are the premier aggregator and indexer of blog carnival editions on the web.
http://blogcarnival.com

Project Consulting

New York, NY (2001-present)

 Advise software product and project teams. Projects typically involved web-based applications, and supported specification, implementation strategy, data mining, project resourcing, and team coaching. This work was also done through Weigend Associates (http://weigend.com).

Celerity Consulting Group, LLC (Partner)

New York, NY (2000-present)

Trained and coached companies in "Accelerating Projects, Products, and Organizations". Developed
methodology and training programs aimed at high-tech companies that focuses on accelerating projects by
clarifying goals, creating team and management commitment, and proactively mitigating risk.
http://www.celerityconsulting.com.

Goldman, Sachs & Co. (Vice President)

New York, NY (1994-2000)

- Initiated, hired and managed the Core Infrastructure team within the Fixed Income Currencies and
 Commodities division (FICC). Responsible for the software development environment, quality assurance, and
 worldwide deployment of FICC strategies software, comprised of over ten million lines of code written for NT,
 Solaris and Linux by over a hundred strategists and developers in New York, London, Tokyo and Hong Kong.
- Established and managed "best practices" for software engineering and operational systems throughout FICC. Set up organizational structures for rapid and robust worldwide deployment of complex financial management systems.
- Designed and instituted risk control policies for critical financial valuation systems. Managed and coordinated technical relationships with other divisions, regulatory entities, and auditors.
- Designed, built and managed the operational team for software infrastructure for front-office position
 and risk management for currency and commodities trading floors within the
 J. Aron Currencies and Commodities division, and designed and implemented modeling software system for
 derivative financial products.

Quorum Software Systems (Director of Engineering)

San Francisco, CA (1991-1994)

- Managed the engineering team for the Quorum Compatibility Engine, a portable implementation of the Macintosh Toolbox ABI for a variety of UNIX platforms, and Equal, an application adapter that runs Microsoft Word and Microsoft Excel under UNIX and X11/Motif.
- Chief architect and principle contributor to the engineering effort for Equal and the Quorum Compatibility
 Engine.

Sun Microsystems (Member of Technical Staff)

Mountain View, CA (1986-1990)

- Principle contributor for SimplifySQL, a suite of OpenLook tools for accessing remote relational databases, including schema management, query and report writing facilities.
- Implemented and managed the development environment for SimplifySQL software engineers. Participated in all phases of design, implementation, and testing of two releases of the product.

Other Assignments

Humbolt-Universität (Visiting Professor)

Berlin, Germany (1994)

Models for distributed analysis and modeling of time series data.

Institut de Recherche et Coordination Acoustique/Musique (Member of Technical Staff).

Paris, France (1990)

Hardware and Software environment for music composition and sound synthesis.

University of California (Research Assistant)

Berkeley, CA (1982-1986)

• Abstract data types for relational databases. Taught upper division undergraduate Computer Science courses.

Hewlett-Packard (Software QA Engineer)

Santa Clara, CA (1981-1984)

• Tools for software project management, project cost estimation, and testing.

University Students' Co-operative Association (President)

Berkeley, CA (1980)

President and Chairman of the Board of the largest student housing cooperative in North America.

EDUCATION

University of California

Ph.D. in Computer Science (1987),

Berkeley, CA (1978-1987)

M.S. in Computer Science (1985),

B.S. with high honors in Electrical Engineering (1982).

- **Doctoral dissertation:** Data Management of Musical Information.
- Masters thesis: Indices for Time-Ordered Data.
- Academic foci: Database Management Systems. Theoretical Computer Science. Music Library Science and Paleography. Electrical Engineering. Sociolinguistics.

International School

Diploma (1978)

Jakarta, Indonesia (1976-1978)

OTHER PASSIONS

- Music: I have performed in professional, semi-professional, and amateur symphonic and operatic choruses for
 over fifteen years. I have participated in several recordings, including two that garnered Grammy awards for
 choral performance. I am chairman of the Board of Directors of the New York Festival of Song (www.nyfos.org)
 and the Dessoff Choirs (www.dessoff.org). I have performed on the stages of Lincoln Center and Carnegie Hall
 (New York), Het Concertgebouw (Amsterdam), Palau de la Música Catalana (Barcelona), Davies Symphony Hall
 (San Francisco).
- Travel: I have traveled extensively, and have spent substantial time living in Asia, Europe, and the United States.
- Languages and Communication: English, French, Spanish and ASL. Reading knowledge of German, Hebrew, and Latin, and limited abilities in many other languages. I have served as diction and language coach for the San Francisco Symphony Chorus for several of their performances and recordings.