Brent Noorda – Slow-Thinking Software Engineer

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Summary of what I do:

Poke around to find a big problem; concentrate on that problem with an open mind; create a solution; repeat. This usually involves code, documentation, and/or workflow.

How I'm better than most Software Engineers:

- passionate about quality & robustness, and customer experience
- visionary, analytical & inventive
- enjoy persuasive writing and public speaking
- experienced in many business roles (dev, mgmt, sales, pr, janitor, etc…)

How I'm worse than most Software Engineers:

- never formally studied computer science, so sometimes will re-invent standard tricks
- not always working on the problem my boss thinks I should be working on
- visually weak (colors, GUI), but working hard to improve

Employment History with Primary Accomplishments:

Retirement #3 • ongoing
- Aisle Zero • GSaaS (Grocery Shopping as a Service)
- ProblemsSolvingProblems.com • forcing software quality by simulating worst-case conditions

Jawbone/Aliph (Togeru+Radioweave acquisition) • S.F., CA • Jul 2010 » Nov 2011
- created backend web infrastructure for large scale and multiple clients, with zero downtime, analytics, debugging, alerts, etc… (using ec2, python, greenlets, mysql, mongodb…)

RadioWeave/YiqYaq (founder/CEO/dev) • Redwood City, CA • Jun 2007 » Dec 2011
- built a streaming, personalized, social radio business for desktop and mobile
- created tools to ingest and normalize audio from all sources (uploads, urls, phone, podcasts, and text-to-speech for twitter, facebook, weather, and traffic)
- coded web service using python, django, ec2, mysql, html, css, yui, jquery, flash, java, c
- designed RESTful API and mobile UI for iPhone, Android, & Blackberry

Openwave (Nombas acquisition) • Redwood City, CA • Jan 2004 » May 2007
- joined team that rewrote the leading mobile browser to handle the full web
- created BTE (Big Test Environment) to replace large ineffectual QA group with continuous, automated testing across life cycle from development to deployed devices
- doubled performance of their next-gen c/c++ platform
- designed and promoted phone architecture to create html-based web apps
- on core team that created Midas, a scripted rapid-development mobile framework

Nombas (founder/CEO/dev) • Medford, MA • 1992 » 2003
- headed company that was the leading developer, innovator, licensor, and evangelist of script language tools, licensing our JavaScript engines and tools to C, C++, and Java developers for everything from embedded devices to massively parallel servers
- invented Cmm (C minus minus) and CEnvi (Shareware of the Year)
- built test farm and tools that guaranteed rock-solid operation (even under all memory-failure conditions) on a dozen operating systems (embedded, desktop, mainframe, and exotic)
- achieved many firsts: embedded C-like scripts, scripted HTML browser, JSON & Ajax (under different names), distributed agent and SOAP-like computing, event-driving parallel server scripts

Shiva, **Addax**, **Lotus**, **Verbex Voice**, **Tops/Sun**, **Cetus**, **Novell** & **NASA** • 1981 » 1992
- wrote many programs (too many to list) using many languages: (Assembly (6502, 808x, 360, 390), Basic, Fortran, Pascal, C, C++ and more) on many platforms (DOS, UNIX, VMS, RSX, PDP, OS/2)
- implemented full fast/small network stack from interrupts to tcp/udp/ip to ftp/telnet/vt100
- created rapid-prototyping DOS GUI environment to immensely reduce consultant development costs
- developed trained speech-recognition products using dsp, fft, research, and cheap parts

Education:

University of California, Berkeley. B.S. in Engineering Physics with Highest Honors, 1984