

Elliott (Eli) White III

Frederick, MD, USA

Summary

A web technology leader who oversees the technical strategy, infrastructure, software engineering and data security of companies. I have over 25 years of experience in web development, web applications, and databases, and I leverage my expertise to deliver best- value tech solutions that enhance the customer experience and optimize the bottom line.

I am passionate about using the latest technologies combined with proven and stable options to create innovative and scalable solutions that meet the needs of the business and the customers.

Contact

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Location

Frederick, MD

Experience

CTO / DPO

smarTours

Jan 2021 - Sep 2023

I joined smarTours as a contract developer in January 2021, and quickly rose to the position of Director of Engineering and Technology, and then to CTO/DPO in July 2022. Since then, I have built and managed a team of developers and data engineers, who have successfully transformed the company's digital capabilities, data warehousing, and data protection. Some of our achievements include making the entire portfolio of tours bookable online, refactoring the codebase to improve maintainability and performance, creating the company's first data warehouse, and evaluating potential acquisition targets for technical fit and value. My duties included:

- Presenting technical details and strategic plans to Board of Directors for approval
- Negotiating with vendors for technical services
- Creation of data warehousing capabilities, including bringing on multiple data engineers
- Oversaw massive data cleanup efforts, and refactoring of how data was loaded
- Evaluating potential acquisition targets for technical capabilities (and debt)
- Hired and retained a blended software, data engineering, testing, and devops team
- Architected system to make entire company portfolio bookable online
- Strategically refactored the codebase with an eye on maintainability and cost/effort/value
- Enabled numerous analytics and marketing/advertising initiatives
- Set strategic goals in place for technology foundations at the company
- Moved the company into GDPR/CCPA/CPRA compliance
- Moved entire codebase under version control
- Drove refactoring efforts of codebase that removed more than 4 million lines of code

Co-founder & Vice President

One for All Events LLC

May 2016 - Dec 2020

Co-Founder of the company focused on providing Conference, Event & Training Services for the Web Technology market. Drawing upon decades of experience within the company in the fields of education & software development, being able to provide exciting, engaging events that are as fun as they are educational for the attendees. Day to day tasks focused on:

- Marketing events to developers
- Selling sponsorships to companies
- Negotiating with vendors & venues
- Community outreach
- Scheduling work to manage overlapping event burn-down tasks
- Managing and recruiting staff and speakers for events

Managing Editor & Conference Chair

php[architect]

Jan 2013 - May 2016

Under the musketeers.me banner, we acquired a brand focused on software developer continuing education. We published books, released a monthly magazine, and ran conferences all for web application developers using the PHP programming language. My tasks included:

- Managing Editor of php[architect] magazine
- Conference Chair for multiple annual events: php[tek], php[world], php[cruise], etc.
- Contributor & Technical Editor to various books
- Host & Manager of the online Web Summit Series
- Training Developer and Trainer for multiple courses on PHP, WordPress, Databases, and JavaScript/ AJAX
- PHP Development of software to run all our properties

Founding Partner & CTO

Musketeers.me

Aug 2012 - May 2016

Founded a consulting company focused on PHP web development, with former colleagues. We consulted on many projects, including Drupal, WordPress, and Magento installations, plus various custom one-off projects as well.

On top of helping to execute on the technology needed for the various contracts that we secured I was directly involved with negotiating numerous contracts, on site visits, and marketing our services to the local community.

CTO & Co-founder

mojoLive

Jun 2011 - Aug 2012

I joined the formation of mojoLive in the beginning, to act as CTO and bring past experience with building knowledge-value algorithms into the company. Our goal was to build a LinkedIn competitor that would not just allow your resume to live in digital format, but would calculate a score/value that could be used by recruiters, and used gamification to encourage people to complete their profiles in detail. In particular I focused on:

- Building the initial software technical architecture
- Hiring multiple developers as we built out our team
- Leading the technological direction of the company
- Venture Capital / Angel investor relations

Lead Developer

Hii Def Inc.

Jan 2010 - Nov 2010

- Lead developer for SaaS eCommerce website.
- Managed development team through multiple refactors of the codebase.
- Made heavy use of Amazon Web Services (AWS)
- Interfaced with numerous 3rd party APIs (Paypal, Google Checkout, Amazon Payments, etc)

PHP Community Manager, Developer Evangelist & Editor-in-Chief

Zend (the PHP Company)

Jan 2009 - Jan 2010

- Maintained good community relations with the PHP developer community.
- Editor-in-Chief for the public-facing technical blog.
- Developer & operations support for technical blog features.
- Author for technical articles published in-house and with partners.
- Conference Chair for ZendCon, the company's annual technical & marketing event.

Lead Engineer TravelPod Labs

TravelPod / TripAdvisor

Aug 2008 - Jan 2009

- Led a developer team tasked with making experimental Web 2.0 travel applications
- Architect for TripAdvisor's flight search engine which generated millions in revenue

PHP Hacker (Principal Software Engineer)

Digg

Feb 2006 - Jul 2008

- Filled many roles including Senior PHP Programmer, Release Manager, Small Projects Team Lead, and Maintenance Team Lead
- Started as 7th employee (2nd engineer) and helped the company grow to over 60 employees
- Scalability development and oversight to grow the website from 30k users to over 3 million
- Managed infrastructure and performance for generating multi-millions of pageviews a day
- Champion of best practices within the company.

Author

Pearson

2005 - 2007

I was coauthor of the book: *PHP 5 in Practice*. An educational book designed to teach newer developers how to handle various coding tasks beyond the mere basics of development. I also was brought in to do technical accuracy reviews of many other books before they were published.

Senior PHP Programmer

Fieldstone Mortgage Company

Dec 2004 - Feb 2006

- Developed a customized web-based CRM and mortgage lead tracking system
- Discovered a bug in existing software causing massive data loss leading to financial loss
- Filled role of Project Manager for multiple technical efforts

Principal Web Programmer

Space Telescope Science Institute

Jan 1998 - Dec 2004

I worked for the office of public outreach, as part of the Hubble Space Telescope program for NASA, focused on providing access to discoveries made. Tasks included:

- Spearheaded a 3-year effort to develop a dynamic system for the storage and retrieval of 10 years worth of Hubble Space Telescope press releases and images
- Responsible for setting technology standards and development processes
- Regularly assisted in strategic planning for the future of the public outreach department
- Directly responsible for the uptime, stability, and functionality of the public web infrastructure
- Served the roles of Production Manager, Site Architect, Usability Expert, and Technical Lead
- Built web applications in PHP, Perl, Java, and Javascript that served over 10 million pageviews a month

Internet/Web Developer

BDM

Dec 1996 - Jan 1998

I worked for BDM in two locations (West Virginia and Maryland). At the West Virginia location we were working on a contract for NASA as part of an Education Resource Center for NASA outreach to the public. In Maryland I was part of a team building secure tools for the NSA.

- Held a Top Secret (with poly) clearance level with NSA
- Participated in writing a B2 secure firewall for internal web access
- Performed UNIX and Windows NT system administration tasks
- Retooled a custom software package for analyzing Web sites remotely
- Collaborated on the writing of government contract proposals.

Education

West Virginia University

BS in Computer Science

Minor in Philosophy

Minor in Communication

1992 - 1996