

Matthew Schuchhardt

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EXPERIENCE

Mediaocean

July 2020 – Present

VP of Engineering

- Led team through launching 2.0 version of advertising activation platform
- Consolidated two colocated datacenters onto AWS to improve compliance and reliability
- Built out geographically colocated team into remote team spanning 5 continents
- Transitioned from an in-office to a remote organization via asynchronous communication strategies
- Migrated platform from a simple password-based authentication system to a unified Auth0 solution

4C Insights

Aug. 2015 – July 2020

Director of Engineering, Sept. 2019 – July 2020

- Built out a high-performance ad server matching system
- Migrated engineering department from manually-deployed servers to an efficient kubernetes installation
- Transitioned infrastructure team to a modern DevOps stack using infrastructure-as-code and immutable architecture
- Created foundation for migrating our monolith to a microservice architecture
- Implemented a common service interface to reduce CI/CD complexity

Senior Engineer, Aug. 2015 – Sept. 2019

- Developed and maintained two new advertising publishers in our ad activation platform
- Expanded ad activation automation product as primary engineer
- Built out frontend and backend of display search and sync feature with new industry partner
- Created strategies for standardizing org's engineering principles and practices

Intel Corp.

June 2013 – Oct. 2013

Graduate Research Intern

June 2014 – Dec. 2014

- Created an online learning system which improves adaptive brightness model accuracy
- Utilized user input and contextual information to train and improve model
- Used a modified machine learning library and custom code to enable online model creation
- Built a system which automatically identifies sources of graphical performance degradation
- Utilized system-level trace data to understand OS and graphical subsystem state over time
- Leveraged machine learning feature selection and domain-specific data analysis

EDUCATION

Northwestern University

Aug. 2009 – Aug. 2015

Ph.D., Computer Engineering

Advisor: Prof. Gokhan Memik

Valparaiso University

Aug. 2005 – July 2009

Bachelor of Science, Computer Engineering

PUBLICATIONS

M. Schuchhardt. User-aware System Design and Optimization (Doctoral dissertation, Northwestern University), 2015.

M. Schuchhardt, S. Jha, R. Ayoub, M. Kishinevsky, G. Memik. “**Optimizing the Relationship Between Mobile Screen Power Consumption and User Satisfaction**”. Proceedings of the International Conference on Compilers, Architecture and Synthesis for Embedded Systems (CASES), 2015.

M. Schuchhardt, S. Jha, R. Ayoub, M. Kishinevsky, G. Memik. “**CAPED: Context-aware Personalized Display Brightness for Mobile Devices**”. Proceedings of the International Conference on Compilers, Architecture and Synthesis for Embedded Systems (CASES), 2014.

M. Schuchhardt, A. Das, N. Hardavellas, G. Memik. “**The Impact of Dynamic Directories on Multicore Interconnects**”. IEEE Computer, vol.46, no.10, pp.32–39, October 2013.

M. Schuchhardt, B. Scholbrock, U. Pamuksuz, G. Memik, P. Dinda, R. P. Dick. “**Understanding the impact of laptop power saving options on user satisfaction using physiological sensors**”. Proceedings of the International Symposium on Low Power Electronics and Design (ISLPED), 2012.

TECHNICAL SKILLS

Primary language: Python

Languages: Javascript, Bash, Java, C, C++

Databases: MariaDB, Mongo, PostgreSQL, Elasticsearch, Redis, RabbitMQ

Frameworks: Flask, Celery, FastAPI, React

DevOps: Kubernetes, Helm, Terraform, GitHub Actions, Ansible, Jenkins

Machine learning: Weka, scikit-learn

Tools: GitHub, Neovim, VSCode, Backstage, Copilot