R o n R o t h m a n

"Feed me hard problems."

ron @ ronrothman dot com

Ron Rothman is:

1. a chronically successful software engineer (see success stories below).

2. an independent thinker who thrives when working with other talented, excited people.

3. not afraid to be wrong.

Highlights

■ Exceptional **analytic ability** and **communication** skills

■ Likes: **Python**, JavaScript, Elasticsearch, C++/STL, Perl, C, MySQL, Linux, LAMP

■ Dislikes: PHP, Java, bugs

■ Six software patents pending:

   ■ Advertising Technology; Recommendation Systems; Multivariate Split Testing

Work Experience

Principal Software Engineer, CBS Interactive (formerly CNET Networks)

[2000 - present]

■ *Ad Technology* group (2000 - 2005)

■ *Personalization and Targeting Services* group (2005 - present)

My three major contributions:

1. An innovative **recommendation system**

    Led an effort to squeeze additional revenue from existing streams. Built a content optimization engine (**C++, Python**) and back-end platform (**Python**) which delivered millions of previously untapped revenue dollars.

    Gracefully handled hundreds of millions of requests per day. Was flexible enough to meet the varied requirements of a dozen disparate websites.

    This project was so successful that it spun off its own internal group.

2. A world-class **ad server**

    Authored and owned CNET's ad client, a highly performance-sensitive, multithreaded, Apache module (<10ms latency at 2000 request/sec). Originally written on Solaris and subsequently ported to Linux. **(Apache, C++, STL)**

    Conceived and built a flexible, efficient framework for executing modular code. All ads served on CNET (hundreds of millions a day) flow through this framework. The framework promoted reuse and extensibility, which enabled subsequent features to be developed at minimal cost. **(C++, STL)**

Ron Rothman, Princeton, NJ

Invented a novel advertising feature (patent pending), *Programmable Creatives*, that saved hours of workflow each week and enabled new ad revenue opportunities. (**Perl**)

3. A novel, rigorous, **split testing platform**

    We anticipated the need for an internal tool to help take the guesswork out of presentation and content decisions. The result was a gorgeous multivariate split testing system that gained wide adoption and helped elevate decision making from intuition to data. More than $10MM/year in incremental revenue was directly attributable to this system.

    Designed and built a high-performance delivery stack (hundreds of millions of requests/day at <10ms) to serve experiment contents. (**Python, Apache, mod_wsgi**)

    Designed and built a GUI for experiment management. (**Python, jQuery, Bottle**)

    Helped to evangelize the technology and, more importantly, the business need behind it. We had solved a problem the company didn't yet realize it had.

Senior Software Engineer (Contractor), Telcordia Technologies

[1998 - 2000]

Representative projects:

- Extended and maintained existing core applications. (**C++, SQL**)
- Created a new billing system interface (essentially, a complex set of data transformations and feeds) to replace an outdated one. (**Perl, SQL**)
- Recognized a workflow bottleneck and, to alleviate it, built a new interface to the main database. Users saw a productivity increase of 5x. (**ODBC, Microsoft Access**)

Education

M.S., Computer Science, NYU Polytechnic University

- 4.0 GPA
- NFS Graduate Fellow, [Center for Advanced Telecommunications Technology](#)

B.S., Computer Science, Northwestern University

- 3.8 C.S. GPA
- President and Founding Member of Northwestern University chapter of Theta Tau Professional Engineering Fraternity

Publications

- Six patent applications (pending)
- Highly acclaimed technical presentations (proprietary)
- My stackoverflow [profile](#)
- My github [profile](#)

Ron Rothman, Princeton, NJ