

# Qasim Zaidi

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## Career Summary

Self Starter with 11 years of experience in incubating new product development teams. Proven track Record in Rapid Prototyping and Production grade software development with emphasis on Scalability and Performance.

Deep understanding of the Online marketplace spanning both business and technical aspects of E-Commerce, Ad Serving and Analytics.

Expertise in Scalable Software Development, Javascript and Node.js, C, Unix, Event Driven Programming/Multithreading/Parallel programming models, HTTP, High Performance Computing and Python.

Awarded Chairman's Gold Medal in PGDM at IIM Lucknow (Noida Campus, 2005-2008), hold a B.Tech in Electronics Engineering (Cum Laude, ZHCET, AMU, 1997-2001)

## Work Experience

### VP of Engineering

#### UrbanTouch.com, August 2011 till date

At Urbantouch.com, I am responsible for running the Product Engineering, Production and Local IT Ops functions.

#### Key accomplishments

- hiring and training 20 member engineering team in a relatively short span of 2 months, setting up processes for high quality and agile software development.
- scaling up the existing platform , reducing page load times by 30% while supporting 2-3X traffic using a mix of techniques(distributed architecture, improved server side caching and tuning, client side optimizations)
- developing a proprietary platform for ecommerce in node.js with emphasis on scale that is set to replace the existing LAMP stack
- developing internal apps to support Customer Support and Logistics.

### Director of Ad Serving and Analytics

#### TribalFusion R&D, August 2006 - July 2011

At Tribalfusion, as the first hire in the Ad Server team in 2006, I was charged with setting up the India development teams for Ad Serving, Reporting, Data & Analytics from ground up. I have since lead major technical upgrades and innovations in the AdServer. Since

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2009, in addition to technical and product management responsibilities for the Ad Server, I have been involved with several aspects of business and operations, and have helped setup the global ad delivery organization, improving campaign performance for key accounts through a mix of techniques in analytics, audience extension and optimization, in some cases growing the annual revenue of those accounts by 10x. I was also responsible for TF Privacy initiatives (NAI/IAB Compliance), Integration with other networks/Data Partners and Fraud detection and prevention. I was also the technical contact for our data providers and real time exchange partners and managed those relationships.

#### **Key Engineering accomplishments:**

- Moved from thread pool based architecture on proprietary Web Server to an Event based model, using libev, achieving 70K Requests per second (5-7X Jump) on the same hardware.
- Developed TF's Frame busting solution, allowing expandables to run and verifying page domains even with iframe nesting ahead of competitors
- Spearheaded the initial mobile effort at TF, prototyped some analytics algorithms that formed the basis of new ad-server performance algorithms.

#### **Sr. Software Engineer, Solidcore Systems, November 2004 to Aug 2006**

At Solidcore (acquired by McAfee) I was responsible for developing the Change Control and Security Products for Proprietary Unixes (Solaris, HP-UX and AIX). My area of work primarily involved developing Kernel Space hooks for these OS's using undocumented APIs (which often involved some reverse engineering of the kernel), porting user space application code to legacy unix platforms, and occasionally writing exploits for demonstrating product features. I was awarded several performance based stock grants for exceptional performance.

#### **Product Development Engineer, Agilent Technologies, March to November 2004**

As the first hire in the QoS team in India, I helped setup the dev team for Agilent QoS Manager Product in India, and upgraded the RASM plugin for QoSM with new capabilities. Was recognized with the Great Going Award.

#### **Sr. Software Engineer, Hughes Software Systems, July 2001 to March 2004**

At HSS (now Aricent), I started as a L1/L2 protocol stack developer, for 3G UMTS protocols in the Mobile Products Group. I was recognized with the 'Individual Excellence Award' for outstanding technical performance' and a team award for on time delivery.

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## Education

PGDM, IIM Lucknow (Noida Campus) , with Marketing and Finance as concentration areas, (2005-2008) - CGPA 8.92/10

B.Tech (Hons). in Electronics Engineering, ZHCET, Aligarh Muslim University (1997-2001)  
- CPI 9.06/10, specializing in Wireless Communications

## Other Activities & Interests

Contributor to multiple FLOSS projects (Math-Planner for Qt/Linux, ccmalloc port for AIX) . Github profile is qzaidi (<http://qzaidi.github.com>)

During my MBA, represented IIM Lucknow at multiple events (Advertising Strategy Contest, IITD Management Fair, ET CITI Grandmaster challenge North Zone).

Founder Member of the Newsletter and Website teams @ IIM Lucknow, Noida Campus. Designed and administered the IIML-NC website and email solutions (<http://iimlnc.ac.in>), using PHP, Drupal and MySQL.

During Engineering, I was the System Administrator for Department of Applied Physics, AMU. During 1997-2001, I used to run AMU Post, first web portal for AMU Alumni and Students in India (with limited SLIP connectivity). Founder member of Aligarh Linux Users Group

Stood 4th in University Physics Challenge, organized as a part of National Science Day Celebrations at Department of Physics, AMU, 1997