

JAN GELIN

PRINCIPAL ENGINEER

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Summary:

Senior Staff Engineer with 15+ years of experience architecting and scaling infrastructure for high-traffic, business-critical systems. I've led foundational platform initiatives at companies like Yahoo, Pinterest, and Live Nation (Ticketmaster), where performance, reliability, and scale were core to business success.

My background spans low-latency distributed systems, large-scale Kubernetes deployments, and data infrastructure built to support real-time decision-making and 24/7 operations. I take a hands-on approach to solving complex systems problems—whether it's designing fault-tolerant architectures, leading incident response, or building tools that make engineering teams more productive.

I operate at the intersection of execution and strategy: thinking about systems holistically, aligning platform investments with business needs, and mentoring engineers while staying close to the code. I've consistently delivered improvements in system resilience, operational efficiency, and developer velocity.

Currently exploring how AI and automation can elevate platform and SRE practices—not as hype, but as tools to reduce friction and improve outcomes. Open to senior/principal roles where deep systems experience and platform leadership can drive lasting impact.

Experience:

Principal Engineer

Together Labs (IMVU)

2021 – 2024 (3 yrs)

- Introducing new architecture starting with Docker integration and migration to Kubernetes
- Modernized monitoring and prototype/implemented Prometheus/grafana monitoring
- hundreds of migrated docker applications in production
- Integration of JFROG Artifactory for safe deployment of artifacts
- Active in infrastructure development and SRE systems and part of escalation rotation
- Migration to ArgoCD from proprietary system

Principal Engineer

LiveNation (Ticketmaster)

2018 – 2021 (3 yrs)

- Worked on core ticketing service monolith migration to custom Kubernetes on-prem
- Pilot using Spinnaker CI/CD
- Production support including re-write of reporting system
- Prometheus integration with larger cross-team infrastructure including AWS

Tech Lead / Architect

Pinterest

2016 – 2018 (2 yrs)

- Architect and design hybrid for image training using Nvidia, AWS and Equinix (east coast)
- Developed pilot system (P2P network) connecting OCP system in San Francisco with AWS
- Lead C++ Guild
- Performance analysis of AWS Java and C based infrastructure
- AWS pilot for presto and parquet
- OS upgrade analysis and optimization canonical
- Jenkins scaling

Director / Architecture / Operations

Rubiconproject (Currently Magnite)

2010 – 2016 (6 yrs)

- Architected and built global real-time bidding infrastructure (US, EU, Asia)
- Lead of small SRE team that managed 2000 servers globally
- Automation of infrastructure including alerting, configuration management, monitoring
- Design of low latency high security systems for 3rd party bidder integration
- Architecture and integration of Hadoop
- 99 percentile monitoring of over 1 million datapoints for systems and partners
- Active in IPO of company 2014

Senior Developer

Yahoo

2003 – 2010 (7 yrs)

- Part of small team to develop and integrate ad-serving platform
- Replaced old mod-perl based system with efficient system written in C (BSD)
- Part of development team for the contextual analytics pipeline
- Machine learning (multi expert SVM) integration
- Analysis using Hadoop
- Architecture work with search engine

Director Global Indexing operations

AltaVista

1999 – 2003 (4 yrs)

- Launched and implemented first local search in Europe
- Modification of Mercator for use as new crawler globally
- Ranking modification based on eigenrank to boost local searches (patented)
- Integration of images with search results (patented)
- Index maintenance and service development and maintenance

Patents

Countrytagging

<https://patents.google.com/patent/WO2005048059A3/en>

Method and system for indexing information and providing results for a search including objects having predetermined attributes

<https://patents.google.com/patent/US7620622B1/en>

Education

Fyris Skolan, Sweden

Bachelor's degree Engineering 1979 - 1983

University of Sundsvall, Sweden

Computer Science 1985-1987

University of Uppsala, Sweden

Various classes C/C++, Pascal 1997-1998