

Kenneth Berland

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Skills:

- Twenty years of software development and systems administration on Unix/Linux systems.
- Team leader and technical problem-solver.
- Process-oriented, data-driven innovator. Harnesses quantitative methods and the SDLC to deliver monitorable, repeatable solutions.
- Vast experience with open-source software and web services.
- Elegant approach derived from experience at ancient clock frequencies (1-2 MHz), when brute force was not an option.

Employment History:

- **Reputation.com**, Redwood City, California
[August 2011-present]

Vice President of Engineering

Responsible for all aspects of the Company's 34-person Engineering team. Managed, streamlined, and improved software development and operations across all of the Company's core technologies: Linux, Apache, PHP, MySQL, Java, JavaScript, Apache Thrift, and MongoDB.

- Designed and implemented Product-to-Engineering pipeline incorporating Agile methods.
- Mentored engineers at all levels, increasing productivity and excitement.
- Lead successful hiring effort, adding 16 skilled engineers to team. Partnered with HR to establish career succession planning and review.
- Lead successful effort to replace all production hardware, virtualizing compute and storage resources, drastically reducing down time.
- Standardized multiple build and deploy processes.
- Implemented web testing across multiple product lines.
- Lead successful effort to quantify and monitor product performance through real-time data gathering.

Engineering Manager [August 2011-December 2011]

Lead engineer of an agile team, strengthening and developing Reputation.com's *MyPrivacy* product. Refactored core product components to achieve reliability and scalability, with a heavy emphasis on analytics. Lead engineer for Site Operations team. Responsible for operation of public and internal-facing assets.

- **Hero.com, LLC**
[April 2008-August 2011]

Hero—Legal eDiscovery & Document Review
Lead Engineer-Product Manager

Designed, built, and deployed a cloud-based content management and content review web application for attorneys, forensic accountants, and others, with the need to quickly search millions of pages of unstructured data. Managed remote team of three engineers. Grew product to \$200,000 in annual gross revenue. Integrated multiple C and C++ applications through the Java Native Interface (JNI).¹ Horizontally scaled document processing through Amazon Web Services' Elastic

Compute Cloud (AWS/EC2). Leveraged Apache Lucene and Apache Solr for full-text search; the Dojo Toolkit for XMLHttpRequest (XHR/Ajax) and Javascript templating; and OpenOffice for document conversion and normalization.

Product demo.

TransactionSpace

Lead Engineer

[April 2008–July 2010]

Designed, built, and deployed a social workspace for attorneys. Managed team of three engineers. Leveraged Catalyst, a Perl MVC framework for structure and routing; PostgreSQL for persistence; DBIx::Class for object relational mapping (ORM); PDF::API2 for PDF generation; and eFax developer tools for barcode recognition.

Product demo.

- **Howard Rice Nemerovski Canady Falk & Rabkin**, San Francisco, California
Business Associate [March 2007–March 2008]

Structured and drafted venture capital financing transactions. Wrote, reviewed, and negotiated documents for business transactions. Extensive work negotiating software and digital content licensing for both licensors and licensees. Drafted DMCA and CDA compliant policies for clients with Internet operations. Negotiated legal terms for services agreements and strategic business alliances for clients with SaaS business models.

- **United States Court of Appeals for the Sixth Circuit**, Louisville, Kentucky
Clerk to Danny J. Boggs, Chief Judge [2005–2006]

Researched and analyzed federal and state law issues requiring decision by the court including: patent, copyright and trademark; labor and employment; contracts; sovereign immunity and state's rights; immigration; and death penalty and criminal law. Drafted memoranda analyzing cases and motions before the Court. Engaged in oral argument with and recommended specific outcomes to Judge Boggs. Drafted opinions and orders consistent with the Court's rulings.

- **Hero Consulting**, Santa Monica, California
Partner [1998–2003]

Computer Generated Imagery—Consultant for digital feature film and television commercial production. Film projects included *The Core*, *Pearl Harbor* and *Driven*. Television commercial projects included *Energizer Titanium* and *AT&T Ants*. Production company clients included Rhythm & Hues, Asylum, Method Studios, Ring of Fire, and Zen Kitty.

Software Development—Consultant for web-based systems, including the venture-backed startups *Filmson.com* and *Funbets.com*. Founder and CIO of Idea Technologies Corporation, creator of Pocket Paralegal. Designed and built Perl-based content management system and distributed hosting solution in Linux environment. Designed and re-built *Funbets.com*, a prediction market for multi-player fantasy sports betting.

- **Twentieth Century Fox/VIFX**, Los Angeles, California
Technical Director [1996–1998]

Created digital effects for feature films including *Volcano*, *Jingle all the Way*, and *Face/Off*. Supervised teams in creating systems for the visualization of special effects. Provided in-house consulting for complex aspects of digital film-making.

- **Rutt Video (RVI)**, New York, New York
Animator [1993–1995]

Created digital effects for television and television commercials using Silicon Graphics (SGI) hardware under the mentorship of Steve Rutt.

Demo Reel

- **The Heroic Sandwich**, New York, New York
Proprietor [1994–1995]

Partner in New York City's (arguably) first Internet cafe. Offered connectivity, sandwiches, and email in an informal setting.

Education:

- **University of Southern California School of Law**, J.D.
Los Angeles, California [2002–2005]
 - Order of the Coif (top 10%)
 - Southern California Law Review, Articles Editor
 - High Honors Grades in
 - Business Organizations, Civil Procedure, Contracts, Criminal Law, Evidence, Federal Courts, Gender Discrimination, Intellectual Property, and International Law
 - Honors Grades in
 - Constitutional Law I, Criminal Procedure, Internet Law, Legal Profession (Ethics), Poverty Law, Property, and Taxation
- **University of Wisconsin, Madison**, B.S.
Madison, Wisconsin [1987–1991]
 - Majors in
 - Political Science and
 - Creative Writing

Publications:

- Triple Play: A Plan for Open Data Systems
- Survival of Fair Use

Other Experience:

- **Law Offices of Kenneth Berland**, Berkeley, California
Attorney [April 2008–August 2011]

Counsel in a variety of civil matters including corporate transactions, construction defect, trademark, and trade secret.
- **Funbets**
Software Developer [December 1999–October 2003]

Web-based prediction market with monthly cash prizes. Second largest fantasy betting site on the web.
- **Pocket Paralegal**
Software Developer/Co-Founder[January 1999–September 2000]

Exclusive wireless provider for West Publishing Group. PocketParalegal provided mobile access to Westlaw on the Motorola PageWriter 2000X.
- **Martian Tools!**
Software Developer [1998]

A pen-and-ink renderer for feature-film and television production.

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¹I include these initialisms for the convenience of search engines, not for subsequent use in this document.