

Kenneth Berland

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EXPERIENCE

Sr. Manager, Software Dev.

February 2017–current

Amazon.com
San Francisco, CA

Single-threaded leader of the 26-member AUI team and 10-member AUIQA teams. Manager of managers in SFO, SEA, and BLR. Simultaneously supporting over 800 teams that rely upon AUI to deliver a consistent experience for Amazon shoppers and developing the next generation of rendering libraries to support the growth of the retail website. Founded the XCP Team with reorganized headcount to deliver tools for new platform technologies subsequently launched on the Amazon.com homepage and run through Prime Day. Mechanized OE tasks, cutting in half the number of SDEs characterizing the team's load as unsustainably high (from 24 to 11%). Realized \$507MM annualized OPS through roadmap efforts in Q1 and Q2 of 2018 through site-wide UX changes. Maintained team during hiring freeze with only 2 regretted attrits over 18 months and despite 3 upstream reorganizations.

Vice President of Engineering

2013–November 2016

Grand Rounds, Inc.
San Francisco, CA

Founding member and Head of Engineering team. Built and led Engineering while simultaneously developing and delivering the Company's products. Sourced and hired 39 engineers, including Architect, Directors, and individual contributors. Implemented a Lean system to deliver new products and features—on-time and on-budget. Designed and evangelized Agile methods and best practices within Engineering and Product. Managed multiple scrum teams and eliminated cross-team dependencies. Ensured HIPAA compliance and chaired the Information Security Committee. Managed the production of automated software testing and deployment systems. Ensured availability of a 100% AWS deployment.

Vice President of Engineering

2012–2013

Servio, Inc.
San Francisco, CA

Led Engineering team. Identified and led execution of a technical road-map that extracted and surfaced costs from a complex crowd-sourcing system; critical data that had previously been practically unavailable. Conceived and led an effort to visualize critical operational data from the crowd in a format understandable outside of the Engineering department.

Vice President of Engineering

2011–2012

Reputation.com
Redwood City, CA

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.

Lead Engineer and Product Manager

2008–2011

Hero.com
San Francisco, CA

Designed a cloud-based content management and content review web application for attorneys and forensic accountants. Managed teams of remote engineers. Grew product to \$200,000 in annual gross revenue. Early AWS adopter—horizontally scaled document processing over 100's of EC2 workers.

Business Associate

2007–2008

Howard Rice
San Francisco, CA

Structured and drafted venture capital financing transactions. Wrote, reviewed, and negotiated documents for business transactions.

Judicial Clerk

2005–2006

US Court of Appeals, Sixth Circuit

Louisville, Kentucky

Clerk to Danny J. Boggs, Chief Judge. Researched and analyzed federal and state law issues requiring decision by the court. 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 Courts rulings.

EDUCATION**University of Southern California**, Los Angeles, CA*Juris Doctor*, 2005

Order of the Coif (top 10%)

Southern California Law Review, Articles Editor**University of Wisconsin, Madison**, Madison, WI*Bachelor of Science*, 1991