



Mike Tuszynski

Technical Guru, Leader and Manager

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Expertise.

JavaScript
Unix / Linux System Administration
Bash Shell Scripting
CSS/SASS
Angular.js
Jquery
PHP / MySQL
.NET 3.5 / 4.0
Rails 4.0
Python
Selenium / Sauce Labs

Education.

Saint Joseph's University, Philadelphia PA.
BS, Management and Information Systems,
September 2001

I am a sophisticated and skilled strategic lead technologist with far-reaching experience in consolidating workflow and automation through software development. I possess a rare combination of technology expertise and excellent problem solving skills. This skillset along with my relentless work ethic provides me with a strong foundation to pursue my passion for innovative solutions.

My recent career experience has been spent at various advertising technology organizations where I have been involved in building solutions that automate workflow and gain efficiencies in various departments. I have led and continue to lead technology professionals in a variety of ways, such as technical thought-leadership, code review and QA, and process overview and enhancement.

Since the majority of my career has been working within the advertising vertical I possess deep knowledge and understanding of its technical landscape. My work history and experience allows me to straddle both the technology and business worlds in the development of cutting edge solutions.

Work Experience.

Flashtalking Inc, San Francisco, CA

January 2012 – October 2013

US Director of Technology

- Responsible for orchestrating and supporting integrations of primary ad serving platform with 3rd party audience management and data platforms.
- Led certification efforts for Flashtalking's entrance into the [Network Advertising Initiative](#).
- Build and grow technology organization for US.
- Responsible for advanced technical campaign executions.
- Planned, developed and implemented Atlassian JIRA on-demand SaaS for workflow and case management across both US and UK offices.
- Prioritize and solve issues.
- Proposed and implemented version control (Github) for UK development team.
- Served as a subject matter expert in all aspects of ad serving environment.
- Coordinated / supported all IT initiatives in San Francisco office.

Tubemogul Inc, Emeryville, CA

April 2011 - December 2011

Director Ad Development

- Lead small group of highly motivated developers on various aspects of ad unit development and UI design.
- Refactored Mobile Video Ad Units using open video platform.
- Redesigned & Refactored Core Video Ad Unit Product.
- Refactored and launched company's VPAID compliant Interactive Pre-roll unit.
- Launched company's first expandable video ad unit.
- Designed and managed company's first ad unit test framework using Selenium / PyUnit.

Pointroll Inc, Conshohocken, PA

June 2006 - March 2011

Director, Technical Services

- Developed and operated development teams to support an industry-leading rich media ad server and platform. Manage cross-functional teams on a daily basis.
- Managed team of Web Services Developers supporting custom functionality for rich media executions and manage staff in daily operation of client-side issue resolution and back-end web services.
- Led operational groups including production engineers, creative designers, product managers, account managers, and executive management on technical/development practices and procedures.
- Mentored developers in best practices for client and server-side development.
- Served as a communication liaison between business/operational needs and technological solutions.
- Designed and implemented HTML/CSS/JavaScript training for internal staff members.
- Interact with clients and publishers, quickly resolving rich media serving issues.
- Served as a subject matter expert in all aspects of ad serving environment.

Web Developer / Production Developer

- Developed and managed eight production web sites and managed incoming data feeds for GGI's financial platform.
- Redesigned content management system for external web sites of company.
- Successfully developed and maintained data feed automation software package for incoming financial data feeds.
- Responsible for successful transmission of critical business data between third party business partners and core of operational and financial investment teams.
- Central to the design, implementation, and ongoing maintenance of code and content for all external corporate websites using JSP / Java / HTML / CSS.
- Led project in redesign and implementation of flagship corporate retail sales web portal.
- Led project in redesign and implementation of partner corporation web initiatives, including consolidating brand look and feel across corporate web platforms.

Towers Perrin, Philadelphia, PA

June 2001 - March 2004

Systems Monitoring Project Lead

- Developed and Managed production monitoring for hundreds of benefits enrollment web sites.
- Successfully implemented infrastructure and network monitoring for Windows and UNIX based servers in enterprise production environment.
- Successfully implemented test suite for web based application level monitoring on production web applications
- Led systems monitoring project initiatives to monitor platform specific applications (MS SQL Server, Microsoft Transaction Server – COM+, Oracle 8i/9i, BEA Weblogic 6, IIS 5 and MS Clustering Environments).
- Composed, supported and documented procedures and policy of monitored component and application alerts to 24-7 operations support center.
- Designed specifications and authored web based solutions for internal projects supporting various internal groups using ASP and Oracle.
- Designed and implemented custom monitoring and reporting tools using Perl.
- Designed, implemented, and administered detail-level reporting tools based upon web application availability and response time figures using Perl.
- Maintained component monitoring solutions through 24x7 operation.
- Composed custom code in response to special circumstances for monitored components and applications.
- Initiated monitoring projects with internal clients, composing project plans and following through to completion.
- Trained various internal groups on functionality and usefulness of monitoring tools and methodologies designed to take full advantage of advanced reporting and analysis.