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SUMMARY

First product manager at Vitruv where I conceptualized two of three available products (bought by Oracle for \$300M in 2012). Currently leading creation of Oracle's Social Cloud public APIs and all integrations. Self-taught developer.

EXPERIENCE

Oracle, San Francisco, CA

July 2012 – Present

Senior Product Manager, Social Cloud

- Led build out of Oracle's Social Cloud API (REST/JSON, OAuth)
- Oversee all integrations (~20) between Social Cloud and Oracle's marketing, sales, and service clouds. Includes Oracle's recent acquisitions including Eloqua, Compendium, Siebel, RightNow and more
- Creating Social Cloud's new UI application that will be a single interface to replace the UI of formerly three different company tech stacks
- Speaker and evangelist for Social Cloud. Speaking opportunities include Oracle OpenWorld Shanghai, Responsys Interact, Eloqua Experience. Select customers include executive teams of Yankee Candle, Singapore Airlines, Bank Leumi, Altimeter Group

Salesforce.com, San Francisco, CA

March 2012 – July 2012

Product Manager

- Managed several technical projects for Desk.com, Salesforce's customer support product for SMBs (formerly Assistly)
- Oversaw customer support product's further integration into Salesforce's CRM
- Managed database sharding, improved search with Elasticsearch, and new UI features including pagination and filtering of support cases
- Notable customers included Squarespace, Do.com, and Rdio

Vitruv, Atlanta, GA

June 2010 – March 2012

Product Manager

- Conceived, managed, and iterated on 1) a social website builder for Facebook and 2) a full analytics suite for social metrics. Both were pivotal in the company's acquisition. The first was demoed by Larry Ellison at the following Oracle OpenWorld conference; the second serves as the central analytics platform for Oracle's Social Cloud
- Fastest promotion at company; first product manager
- Notable clients included Apple, Microsoft, Clear Channel, Disney, and Proctor and Gamble
- Vitruv acquired by Oracle for \$300 million in 2012

PROJECTS

- **Adtrack**, Program to identify how often we're tracked online, Node.js, PhantomJS, <https://github.com/rparang/adtrack/>
- **Paint Hip Hop**, Hip hop music app, Ruby on Rails, JavaScript, <http://paintedhiphop.com/>
- **Old School Kool**, Photo app, Ruby on Rails, Backbone.js, image layout algorithm, <http://oldschoolkool.herokuapp.com/>
- **Valet**, Product manager communication tool, Ruby on Rails, information available on blog

EDUCATION

Duke University, Pratt School of Engineering, Durham, NC

August 2009 – May 2010

Masters, Engineering Management

Virginia Tech, College of Engineering, Blacksburg, VA

August 2005 – May 2009

B.S., Industrial and Systems Engineering, Magna Cum Laude

SKILLS

Agile/Scrum, Ruby on Rails, Node.js, JavaScript, HTML, CSS/SASS, MySQL/PostgreSQL, Linux/Unix, Git

PUBLICATIONS

- 1) Kim, Si-Jung, and Reza Parang. "Laser Shot System: A User Data Input Method Based on a Laser Pointer for Large Screen Interactive Content." *Journal of Computing Sciences in Colleges* 25.2 (2009): 152-58.
- 2) Kim, Si-Jung, Reza Parang, and Tae-Yong Kuc. "A Geospatial Technique for Detecting Distance and Reflection Angle Between Real and Virtual Objects." *International Journal of Control, Automation, and Systems* 8.5 (2010): 1138-1140