

## SUMMARY

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

## EXPERIENCE

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**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 (Responsys, Eloqua, Compendium, Siebel, RightNow)
- Creating Social Cloud's new UI application that will be a single interface to replace the UI of three acquired companies
- 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*

- Conceptualized, 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

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- **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://paintyhiphop.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

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**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

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

## PUBLICATIONS

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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