#### Ren Waldura

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(415) 216-8645

***experience***

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| Sr. Product Manager *Yahoo, Mobile*  Sunnyvale, CA May 2013 – present | * Lead and drive development of the App Management SDK, used by Yahoo apps (32M DAU) for A/B testing, remote feature control, rating management, user analytics, crash prevention and analysis. * Own mobile experimentation platform and associated data analytics: drove 30% app store rating increase in Finance app. * Analyze market for outsourcing opportunities; research build vs. buy decisions; identify potential acquisition targets: 3 companies interviewed. * Guide product execution with Scrum: write and prioritize user stories, run sprint planning meetings, populate and groom backlogs. * Drove organization-wide migration to SSL: coordinated development and releases across all Yahoo mobile apps and their backends. Project successfully completed in 3 months. |
| Product Manager *Yahoo, Platform Group*  Sunnyvale, CA  Sept 2009 – April ’13 | * Chief product owner of *Cocktails*, a unified presentation platform for Web, mobile Web, and native (hybrid) apps. Managed 5 “cocktails”, ranging from MVC framework *Mojito* to hosting platform *Manhattan*. * *Cocktails* was a major Yahoo initiative: annual labor cost $8M, 60 engineers. Yahoo products built on *Cocktails*: Livestand (hybrid), Electric City (Web), Fantasy Finance (Web), Search Direct (Web), Axis (hybrid). * Evangelized product to customers, setup developer outreach program. Led Solutions team and define platform onboarding process. * Owned core product documents: vision, go-to-market plan. Developed marketing material with PR team, e.g. [yhoo.it/co-sns](http://yhoo.it/co-sns). * Promoted to Sr. Product Manager (IC5). Received “Exceptional Staff” award. |
| Engineering Manager *University of California*  *at San Francisco*  San Francisco, CA  Jan 2008 – Sept ’09 | * Led and coached 5 engineers on cross-organization projects. * Revitalized underperforming team by hiring 3 new members, implemented exit strategies for 2. Mentored and motivated team through formal training and application of best practices. * Consistently rated *Exceeds all expectations*. Granted “Staff Recognition and Development” award for outstanding performance. Promoted Programmer/Analyst IV. |

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| Sr. Software Engineer *University of California*  *at San Francisco*  San Francisco, CA Oct 2005 – Dec ’07 | * Lead developer on vertical search application based on open-source IR toolkit Lucene (Java). [bit.ly/legtob](http://bit.ly/legtob) * Delivered completed application on time, within budget, including extra features, no known defects and full documentation (18 month plan, 5-person team). * Architected loosely coupled application with Spring framework. Implemented all application features totaling 300 classes, 70KLoC (Java, Lucene, Spring MVC, JSP, taglibs). Programmed 500 unit tests and integration tests (JUnit). * Designed and implemented parallel indexing process for 20x increase in performance over large dataset: 107 documents, 6TB (Java threads, Lucene). * Produced extensive technical documentation: 80 feature specifications, 30 technical notes, 30 release notes and 15 process documents, totaling 200 pages. |
| Software Engineer *Aravo Inc.*  and  *Zero G Software*  San Francisco, CA Jan 2001 – Sept ’05 | * Member of a team of engineers developing multi-tiered JavaEE applications. * Implemented application features end-to-end: Web pages (CSS, JSP), application classes (Struts, Tiles, servlets), business logic (EJB, JMS, WebLogic), O/R mapped entity beans (TopLink,), SQL queries and stored procedures (PL/SQL, Oracle 9i). * Developed shell and Perl scripts for automation, system administration. * Stayed abreast of best practices by attending conferences and workshops: JavaOne, OracleWorld. Imported them into team. * Explored and validated tools and processes for Java software development. |

***misc***

1996 – **Master’s Degree in Software Engineering**

### Graduate Engineering School, University of Nice-Sophia Antipolis, France

Dual citizenship USA/France.