

# Zach Peterson



Orlando, FL

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[zapeterson16.github.io](https://zapeterson16.github.io)

## Experience

### LiveRamp | Staff Software Engineer

2019 - present

Staff Software Engineer  
Senior Software Engineer  
Software Engineer  
Associate Software Engineer

2023 - present  
2021 - 2023  
2020 - 2021  
2019 - 2020

#### Embedded Identity

Remote | 2022 - present

- Developed and launched a Snowflake Native Application that uses novel algorithms to match PII and other identifiers to RampID using LiveRamp's identity graph without the customers' data leaving their environment.
- Responsible for 100x performance improvement from when the Native Application was initially released, reducing job execution times from hours to minutes, and cost per run from thousands to tens.
- Designed and implemented a JavaScript framework that integrates standard JavaScript tooling within Snowflake's Native Application environment.

#### Outbound Platform Integrations

San Francisco | 2021 - 2022

- Managed a data pipeline that distributes 200 TB/day across over 500 integrations.
- Rewrote and modernized a Hadoop service in Spark, processing 120 TB/day to improve scalability and reliability.
- Built and maintained scalable integrations for high-volume data distribution.

#### Taxonomy

San Francisco | 2020

- Co-led the design and implementation of a Java/Spring API to manage data taxonomies and synchronize them with other data platforms.
- Enabled new business verticals to leverage existing infrastructure by seamlessly integrating data taxonomy services.

#### Connectivity Full Stack

San Francisco | 2019

- Built and maintained web applications managing ingesting and distributing data from the LiveRamp platform. Both internal and customer facing.

## Education

### University of Michigan, Ann Arbor, Michigan

2016 - 2019

Computer Science B.E., Summa Cum Laude

## Activities

### LiveRamp Hackathon Winner

2022

Winning team out of 39 total teams. Built a reverse ETL solution which connects into customers cloud storage, allows for interactive segmentation and delivery of updates to a destination ad platform in near real-time.

### University of Michigan Fall SWE/TBP Engineering Career Fair Director

2018

Led 30 chairs and 200+ volunteers to organize a successful event with 337 companies attending. Introduced a new app which improved the student and company experience at the fair.

### Sanger Leadership Crisis Challenge Winner, University of Michigan

2018

A competition on reacting to a 24-hour crisis simulation. Created a strategy to respond to the crisis, pitched it to a board of directors and held a press conference with the public.

### Tau Beta Pi, Michigan Gamma Chapter

2017 - 2019

External Vice President (2018). Ran two large successful events: Engineering Honors Brunch, Fall Career Fair.

### FIRST Robotics Team 27 (Hall of Fame 2014)

2012 - 2016

Team Captain, Lead Programmer, Robot Operator, Core Values Award Recipient.

### Boy Scouts of America

2004 - 2018

Eagle Scout (2013), Senior Patrol Leader, crew leader for 83-mile hike in New Mexico (Philmont), Order of the Arrow Brotherhood Member, Order of the Arrow Trail Crew.

## Skills/Interests

Snowflake, Rust, Python, JavaScript, Java, Hadoop, Google Cloud Infrastructure, Kubernetes, LabVIEW, running, hiking, travel.