JONATHAN F. ROSEN

139 Sunridge Drive • Scotts Valley, California 95066 (661) 236-7562 • <u>ir@openstage.org</u>

EXECUTIVE SUMMARY

I am a Senior Technology Manager with over fifteen years of experience as a software development manager and five years managing software testing and QA. My most recent permanent position was with Internet advertising specialist BBH Media in Raleigh, North Carolina, where as Director of Technology, I was responsible for all software development, testing and deployment. (I returned to the Bay area in the late fall of 2008 for personal reasons.)

Prior to that, I spent three years with Coral8, an enterprise software start-up in Mountain View, where I led the software test engineering and support department, as well as assisting in the design and architecture of the product.

From 2003 until 2005, I managed the software test engineering department at Walmart.com, the e-commerce division of Wal-Mart Stores, where I led the effort to completely automate the testing environment for Walmart's multi-billion \$ website and order management system.

I was recruited to take over software test engineering at Walmart.com (having never led a QA department prior to that) after spending two years as Manager of Database Engineering. The company's senior management desired someone with a deep engineering background to lead the testing team and improve their engineering processes because the previous QA director had no engineering background and was purely a "black-box web tester/manager".

I have a deep background and interest in database-related technologies, and how those technologies can be used to support and enhance end-users, whether through core technologies like database management and query systems, middleware database-related tools or front-end interfaces via the Internet or embedded in rich client applications. I am an SQL expert and have worked with all major relational database technologies.

HIGHLIGHTS

- A senior technology leader with over twenty-five years experience in software development, management, quality assurance, testing, architecture and implementation.
- A team-builder, with a proven ability to attract, retain and motivate experienced as well as entry-level talent, and a track record of knowing what to do, and when and where to do it.
- A decisive manager, with articulate written and verbal communication skills.
- An expert in the design, development and deployment of Internet/intranet applications, enterprise database software, data warehouses, information systems, client/server applications, automated testing, user-oriented database access and interface tools and business applications utilizing object-oriented methodologies, open source tools and frameworks, relational data base management systems and graphical user interfaces.

KEY TECHNOLOGIES

- OPERATING SYSTEMS: Linux (Red Hat, CentOS, Ubuntu, other "flavors"), Unix (AIX, HPux, Solaris, SunOS, other "flavors"), Microsoft Windows (XP, Vista, 2000), Macintosh, IBM VM/MVS/Enterprise
- ◆ LANGUAGES: C, C++, Python, Java, Objective-C, C#, JavaScript, PHP, Ruby, Smalltalk, Perl, Fortran, PL/I, COBOL, Assembler
- Databases: Oracle, MySQL, Microsoft SQL Server, PostgreSQL, DB2, Teradata/DBC, Ingres, Informix, Sybase, Coral8, Streambase, SQLite, Red Brick Warehouse
- OTHER SOFTWARE: XML, XSLT, HTML, XHTML, CSS, Ajax, Django, Docbook, Apache, Microsoft Office Suite, Microsoft Team Foundation, database tools (SSIS, SSAS, SSRS, Oracle Enterprise Manager, etc.), QATrac, Test Director, Selenium, Segue Silk Test, Jira, Bugzilla

RECENT POSITIONS

BBH MEDIA, INC. (2007 - 2008)

DIRECTOR OF TECHNOLOGY

BBH Media is a Raleigh, North Carolina, company which focuses on specialized website implementation and support for a number of advertising clients. Reporting to the Executive Vice President of Operations, I was responsible for a team of ten software development, quality assurance and systems administrations engineers. Our sites were located in the United States and Europe and used a variety of technologies, including PHP, Java, Ajax, MySQL and SQL Server. During my tenure with the company, we deployed a new website for advertising submissions. We also implemented and deployed an updated version of the Lucene search engine. I led our migration to a rapid development methodology, including daily scrums, six-week development/release cycles and increased emphasis on automated testing and deployment.

CORAL8, INC. (2005 – 2007)

DIRECTOR, SOFTWARE TEST ENGINEERING AND SUPPORT

Coral8, Inc. is a Mountain View-based start-up that develops a data stream analysis and query engine capable of monitoring and analyzing streams of incoming messages and events at volumes as high as one million per second. Reporting to the President, I was responsible for a team of engineers who dealt with all aspects of testing, documenting and supporting the product. When I started at Coral8, we were in stealth mode. I led my team through four prerelease development/testing cycles resulting in the November 2005 release of a high-quality product. After the initial release, there were multiple major and minor releases and the company acquired many customers, including their first \$1,000,000 sale. As a member of the senior management team, I participated actively in the requirements specification and design of new product features. Independently, I implemented and deployed a sophisticated Python-based automated testing framework for use by my software testing team. I led the conversion of our documentation from Microsoft Word and Framemaker to the open source standard DocBook.

WALMART.COM (2001 – 2005) A DIVISION OF WAL-MART STORES, INC.

Walmart.com, the fastest growing major retail e-commerce site in the country, is a wholly owned subsidiary of the world's largest corporation, Wal-Mart. During my four years at Walmart.com, we grew from \$87 million in on-line sales in 2001 to almost \$1 billion in 2005. During my tenure at Walmart.com, I held three major management positions.

DIRECTOR, SOFTWARE TESTING

Reporting to the Vice President of Engineering, I was responsible for a team of black-box, white-box and regression engineers who tested each major Walmart.com website release (occurring every eight weeks), including both front-end (Linux/Apache/JSP-based, data-driven website) and back-end (Solaris/Oracle-based Catalog, Order Management, Fulfillment and Payment Processing) systems. The team was also responsible for testing patches, emergency fixes, site refreshes and interim distributions. The team consisted of three Test Managers and 20 indirect reports (Test Analysts and Test Engineers), plus 4 Test Engineers directly reporting to me who were responsible for building and maintaining our test automation framework software. After assuming leadership of the team in late 2003, productivity improved more than 40%, with the resulting quality reducing the level of emergency bug fixes required by approximately one-half.

MANAGER, TEST ENGINEERING

In 2003, I moved from development (where I had spent most of my career to date) to Software Testing management in order to bring new engineering leadership to the group responsible for building our automation test and metrics frameworks. In less than one year, we successfully created a new automated framework for back-end regression testing (BERT) written in a combination of Python, XML and MySQL. This system was used to execute automated

back-end regression tests and connect to our front-end automated test tools (Seque's SilkTest and Mercury Interactive's WinRunner) and our test repository (Mercury Interactive's Test Director). We built an intranet website to capture and report all test metrics automatically. Prior to this, all metrics were gathered manually. This system dramatically reduced the overhead of delivering up-to-date test information to the Development and Project Management teams.

MANAGER, OMS DATABASE SYSTEMS DEVELOPMENT

I joined Walmart.com (just prior to its acquisition by Wal-Mart, Inc.) in 2001, and spent two years managing a nine-person engineering team which designed, developed and maintained the Walmart.com Order Management database system in Oracle, principally using PL/SQL stored procedures and other advanced database features (object oriented schemas, triggers, etc.) During my tenure, the team completed over 40 major projects, with 100% on-time performance, adding or modifying over 750 stored procedures involving more than 20,000 lines of PL/SQL code.

MEDIWARE INFORMATION SYSTEMS, INC. (1998-2001) DIRECTOR OF ENGINEERING, OPERATING ROOM DIVISION

Mediware Information Systems, Inc. is a small medical software company (about \$35,000,000 in sales) that builds and sells products for the management of pharmaceutical and surgical administration to hospitals throughout the world. Reporting to the General Manager of the Operating Room division, I was responsible for managing all aspects of the design, development and deployment of a new Windows-based surgical suite case charting and scheduling system, PCMWin. I was also individually responsible for development of several major components of the product. PCMWin released in October 1999, and installed at more than a dozen hospitals throughout the country. We started an Internet deployment of this application using Microsoft web tools. In addition to new product development, I had ongoing management responsibility for the maintenance team assigned to our Unix-based legacy product, Surgiware. My engineering team included both on-site and remote engineering team members.

INTUIT, INC. (1996-1998) MANAGER, APPLICATION TECHNOLOGIES

Reporting to the Director of Applications Services in the Information Systems Technologies Division, my team was responsible for Oracle database design and application support, Internet/intranet application design and deployment and support of other off-the-shelf application technologies including Peoplesoft and Scopus. We deployed a web-based human resources online enrollment application using Oracle Web Server, and implemented Scopus WebTeam for interactive technical support. We also supported access to our Customer database for use by our initial deployment of our corporate internet sites, www.intuit.com and www.quicken.com.

BLUE ROSE SYSTEMS (1994-1996) VICE PRESIDENT, CONSULTING

As principal consultant and co-founder of Blue Rose Systems, a software development and consulting start-up focused on emerging object-oriented and client/server technologies, I managed the design and implementation of a major enterprise-wide information system for the Los Angeles County Sheriff's Department as a subcontractor to TRW Information Systems, under NeXTSTEP using Oracle. Primary responsibilities included project and team management, object-oriented design, database design and implementation, quality assurance, Objective-C programming, Oracle schema creation, query creation and performance tuning, database administration and user support.

RED BRICK SYSTEMS (1992-1994) Manager Of Core Technology

I led a group of software engineers building the Red Brick Data Warehouse relational query engine for Sun, Sequent, AIX and HP/UX (IBM now owns Red Brick Systems via several acquisitions). I assumed management of the engine development early in 1992, and my team extended the functionality of the product with schema and SQL enhancements, performance and

indexing improvements and new user reporting features. I worked with the consulting and support staff to develop optimized "star" schemas for customer applications and I managed benchmarking of system performance against competitive systems, including Oracle, Sybase SQL Server and DB2. I also supported third-party tool vendor technical relationships.

ADDITIONAL POSITIONS

- Locus Computing Corporation (1990-1992)
 Manager of Software Development and Senior Scientist
- TERADATA CORPORATION (1987-1990)
 Senior Group Manager, Coordinated Product Development
- STERLING SOFTWARE CORPORATION, DYLAKOR DIVISION (1986-1987)
 Senior Software Engineer, Database Interface Development
- Candle Corporation (1985-1986)
 Senior Software Engineer, Research Division
- DATABASE CONNECTIONS, INC. (1977-1985)
 Founder, Consultant and Senior Software Engineer

OTHER ACTIVITIES

- Speaker, 2003 Silicon Valley Indian Professionals Conference "eTailing - Delivering the Promise of the Internet"
- Panel Chairperson, 1992 Global Interop Conference "Internetworking Data Base Technologies"
- Session chairperson and principal speaker for numerous data base user groups
 Red Brick Systems, Teradata, Sterling Software, Database Connections and Mathematica.
- Designated alternate representative to the SQL Access Group and ANSI SQL Committee Teradata and Locus Computing

EDUCATION

- University of Arizona (Mathematics Major, 1968-1969)
- New York University (Computer Science Major, 1969-1970)
- University of San Fernando Valley College of Law (Juris Doctoral Candidate, 1974-1977)

REFERENCES

Available upon request