

JONATHAN F. ROSEN

139 Sunridge Drive ♦ Scotts Valley, California 95066

Home: (831) 438-1235 ♦ Cell: (661) 236-7562

jr@openstage.org

SUMMARY

- ♦ A senior technology leader with over 35 years experience in software development, management, quality assurance, testing, architecture and implementation.
- ♦ A proven ability to attract, retain and motivate both experienced and budding talent.
- ♦ A decisive manager with articulate written and verbal communication skills.
- ♦ A team-builder with a track record of knowing what to do, and when and where to do it.
- ♦ An expert in the design, development and deployment of information systems, client/server applications, Internet/intranet applications, automated testing, enterprise management software, user-oriented database access and interface tools and business applications utilizing object-oriented methodologies, relational data base management systems and graphical user interfaces.

RECENT POSITIONS

BBH Media, Inc. (2007 - Present)

Director of Technology

BBH Media is a Raleigh, North Carolina, company which focuses on specialized website implementation and support for a number of clients. Reporting to the Executive Vice President of Operations, I am responsible for engineering, quality assurance and systems operations. Our sites are co-located in the United States and Europe and use a variety of technologies, including PHP, Java, Ajax, MySQL and SQL Server.

Coral8, Inc. (2005 - 2007)

Director, Software Testing 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 at volumes as high as one million rows per second. Reporting to the President, I am responsible for a team of engineers who deal 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 pre-release development/testing cycles resulting in the November 2005 release of a high-quality product currently being considered for acquisition by companies such as Cisco, BEA Software and NetIQ. Since the initial release, we have had multiple major and minor releases and have acquired many customers, including our first \$1,000,000 sale. As a member of the senior management team, I have participated actively in the requirements specification and design of new product features. Individually, I also 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.

Wal-Mart, Inc. (2001 - 2005)

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 (1 year)

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 con-

sisted 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 (1 year)

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 (2 years)

I joined Walmart.com (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 on-line 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 implemen-

tation, 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 relational schemas for customer applications and I managed benchmarking of system performance against competitive database 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
- ♦ **Mathematica, Inc. (1974-1977)**
Manager, Western Region
Senior Consultant, RAMIS Division
- ♦ **National CSS, Inc. (1971-1974)**
Technical Representative, Timesharing Support
- ♦ **Statistical Research, Inc. (1970-1971)**
Programmer, Survey Research Applications
- ♦ **Chase Manhattan Bank (1969-1970)**
Programmer/Analyst, Time Deposit Systems

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)