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# Larry Edelstein

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## Education

**Bachelor of Science in Computer Science**

*College of Engineering, Cornell University*

## Work Experience

### Full-time

**Principal Software Engineer**

June '08 - Oct '08

*LiveVox, Inc*

At this SaaS firm, which offers integrated voice applications, I was responsible for various Java software development tasks.

- Delivered the firm's first Hibernate-based solution
- Prototyping applications in Spring Web Flow
- Migrating critical resources to Tomcat clustering

**Director, Software Development and Web Production**

2002 - 2003

*Consumer Health Interactive, a division of AdvancePCS*

I was responsible for the company's software development and web production resource, which developed and produced a proprietary Java/J2EE/ATG/Oracle-based content management and publication system that powered the company's product, a web-based consumer health information portal that could be skinned to fit a corporate customer's needs.

- Improved the development process by getting engineering and product management to collaborate
- Completed projects which the organization was previously unable to complete
- Introducing JCSC to automate team self-policing of adherence to coding standards

**Associate Vice-President, International Technical Operations**

1999 - 2001

*CNET Networks, Inc.*

Starting out with ZDNet, I maintained my responsibilities through its acquisition by CNET, which were to manage the company's European technology staff and budget, seeing to the software development and

technical operations needs of its three European subsidiaries, and providing technical guidance regarding several of its joint ventures, partnerships, and Asian subsidiaries.

- Hired and managed development and datacenter operations teams
- Built GameSpot and NetBuyer sites for UK/FR/DE
- Pioneered Java/J2EE development in the company
- Delivered high availability in three datacenters (+10,000,000 hits/day)
- Was promoted to executive management

#### **Director, Engineering**

1996 - 1999

*GameSpot, Inc.*

I was hired during the company's startup phase to build their ad server, content management, and web publication development. Later I was responsible for hiring and leading their software engineering team. The company was acquired on very favorable terms by ZDNet, at which point I was given new responsibilities (see above).

- Built GameSpot's CMS and publishing system using Lotus Notes
- Built GameSpot's ad-serving system using Python (pre-DoubleClick, pre-anything)
- Hired and leveraged junior staff to success, enabling the company's acquisition by ZDNet

#### **Principal Software Engineer**

1995 - 1996

*eShop, Inc.*

I was hired a software engineer, with development responsibilities on several different platforms, as it transitioned itself from being a vendor of pen-based software to an operator of an online shopping service.

- Secured the company's client-server shopping solution using C and RSA's cryptographic toolkits
- Maintained and enhanced their online shopping client for the handheld Magic Cap platform
- Developed and launched online stores for 1-800-Flowers and Tower Records using the company's proprietary multimedia authoring tool

#### **Senior Software Engineer**

1992 - 1995

*Lotus Development, Inc.*

I was hired as a software developer by the company's cc:Mail division. Responsible primarily for their Mac-based mobile email client, I also worked on the Windows platform and on cryptographic security projects.

- Added features and fixed bugs with C++ coding on the Macintosh
- Learned how to collaborate with QA to produce a quality release
- Improved product's user experience through code profiling and optimization
- Promoted twice in staff grade
- Represented the company at the PEM (privacy enhanced mail) BOF at the 1994 IETF plenary in Toronto, Ontario

## **Software Developer**

1990 - 1992

*Connect, Inc.*

I was hired as a developer for the server component of the company's client-server based hosted email solution, working primarily on the IBM 370 platform. I also worked on the Macintosh-based client.

- Rebuilt the product's keyword-search capability in IBM/370 assembler, vastly improving performance
- Tracked down and fixed file-transfer performance problems on the product's client and server components

## **Software Analyst**

1987 - 1990

*Syncsort, Inc.*

I was hired as a maintenance developer for the company's IBM-370 based enterprise data backup solutions.

- Supported customers with phone support and bug fixes in IBM 370 assembler code
- Received bonus for fixing data compression issues hidden in the code base
- Received bonus for custom development supporting a specific customer's difficult requirements (Aetna)
- Promoted from associate level after one year

## **Programmer**

1984 - 1986

*The Writing Workshop, Cornell University*

I was hired by a group in the university English department to build a unique application on the then-brand-new Macintosh.

- Learned Macintosh platform from scratch and developed software in Pascal
- PROSE (Prompted Revision Of Student Essays) won a national award for software design

## **Consulting**

### **Software Engineer**

Apr '08 - May '08

*newMentor, Inc*

This firm hired me to scope out and deliver content-management and syndication solutions for their Evidence-Based Medicine content business.

- First deliverable was a technology demo for a prospect, using HTML, CSS, JavaScript, JQuery, XML, XSLT, XPath, Linux, Apache, and Amazon EC2.

### **Technical Consultant**

2005 - Present

*Leaffer-Shapiro, LLC*

I have been the go-to guy for this small financial-services firm's web development technical decisions and hands-on work.

- Took over the client's first web offering, a proposal generator, using .NET, MS SQL, Javascript, and Web services.

- Developed from the ground up a retirement calculator for Wells Fargo, using Ruby/RubyOnRails, MySQL, and Web services.

**Software Engineer**

Sep '06 - Aug '07

*Chris Richardson Consulting*

With the principal I worked on projects for three startup clients.

- Helmi Technologies, a consulting group, hired us to build a Java-based AJAX framework, similar to Backbase, Echo2, or GWT. In an intense three-week engagement, we used Java, Spring, Hibernate, Javascript, and Aspect/J to deliver them a demoable framework for a trade show.
- iConfident brought us in to build the first version of their web application for dental implant management using Java, Spring, Hibernate, and WebFlow.
- SevisSherpa first had us review their Java/Spring/Hibernate web application architecture, then came back to us several months later to develop it further.

**Software Engineer**

Feb '06 - Jun '06

*Revere Data LLC*

I designed, coded, and delivered Java software for the company's web and rich client applications.

- Developed Eclipse RCP-based distributed application for the editing and management of the company's market taxonomy, using the Eclipse 3.2 SDK, Spring, Aspect/J, Hibernate, JUnit, JMock and Oracle.
- Developed reports and report builders for the company's web-based market research application, using Tomcat, Spring, Hibernate, JMock, JUnit, HtmlUnit, and the company's proprietary web application framework.

**Software Engineer**

Jul '05 - Sep '05

*inDplay*

I developed software during pre-launch at this startup, who have a web-based marketplace for independent film distribution rights.

- Developed and deployed contract negotiation framework allowing two parties to agree on the terms of licensing for a set of film rights, implemented in Java/J2EE using Hibernate, Tomcat, WebWork/XWork, Jetty, JUnit, JMock, and Eclipse.
- Hired new engineer to begin the build-out of the software development team.

**Software Engineer**

Aug '04 - Jan '05

*ZEDO, Inc.*

I was brought to replace the CTO, with responsibility for the traffic optimization component of this company's ad-serving platform.

- Introduced regression testing, Apache Ant, code reviews, and the Eclipse IDE
- Modularized testing and diagnostics by introducing Aspect/J.
- Mentored and set priorities for a junior developer based in Mumbai, India.

**Contract Technical Project Manager**

Aug '03 - Nov '03

### *GameSpy Industries*

I was brought in to consult with management regarding the company's options for developing their next-generation publishing system, and then retained to manage the project, which ended shortly before the company's acquisition by Imagine Games Network (IGN).

- Won management support for internal software development, after assessing their capabilities through staff interviews and research
- Introduced and successfully implemented agile practices, including CRC card modelling and staged delivery, into .NET/C# development
- Delivered high-quality news publishing system, lauded for its editorial UI

## **Associations**

### **Memberships**

- ACM
- IEEE
- IEEE-CS