

# Danilo Gurovich



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## Objective

I'm seeking a Senior Technology Management position to launch, or modernize new technology products using Agile and Test Driven Development methodologies.

## Summary

- Veteran technology executive with 15 years experience directing Internet-based platform and application development.
- Proven originator and executor of high-value, profitable enterprise products.
- Skilled in managing cross-functional teams, budgets and architecture on highly technical eCommerce infrastructure projects.
- Technology evangelist dedicated to balancing technology and mission to walk the fine line between *leading edge* and *rock solid*.
- Proficient in eCommerce Web Analytics/Testing platforms, processes and technologies.
- Software Development/Management Experience since 1995.
- Trained in Pragmatic Product/Program Management, advanced Agile Methodologies and Test Driven Development.

## Technical Summary

### *Languages and Frameworks*

- UML, Java, Java Web Frameworks (Struts, Spring, JSF, Hibernate, etc.), JAXRS/Restlet, Java Swing, JUnit, JBoss Rules (Drools), JESS, Django/Python, Ruby and Ruby on Rails, PHP, XML-HTTP, JavaScript

### *Servers and OS*

- Apache, Tomcat, Oracle 9iAS, JBoss, MySql/NDB, Linux, Unix, Mac, Windows

### *Other Technical*

- ReSTful Web Services, Rule Engines, Database Design, Design Patterns, n-tier Architecture, Spring, Human Factors, Section 508 Compatibility, Agile Development (CSM), SDLC, All Adobe Products, Macromedia Products, Visual Paradigm UML), ITOPS Infrastructures, Pragmatic Program/Product Management

## Experience

*WMS Gaming, Inc.*

**Director of Network Gaming Technologies Development**

*Chicago, IL*

**2008-2010**

*Technologies: J2EE (JAXRS, Spring, Ant, Tomcat, Hudson), Python (Django), MySQL(NDB, InnoDB), Linux and .Net*

- Owned technological vision, resource roadmap and support infrastructure for \$5M Adaptive Gaming Platform including eCommerce web application and B2B SOA platform. Delivered entire green-field platform on time and on budget with 80% Unit test coverage with 90% QA tests running on first pass.
- Accountable for resources, hardware, development, and budgets for the engineering team. Made build/buy decisions and chose vendors to balance risk and technology.
- Envisaged and deployed a \$300K infrastructure for dev, QA and staging environments using internal and cloud-based services.
- Specified foundational architecture, languages and development strategy for platform. Set standards for entire organization in areas of Test Driven Development, Agile/Scrum Methodologies implementation, Release Management and continuous-build environments.
- Member of Technology Roadmap Committee, Strategic Planning Team, Agile Process Team and Senior Technologist for Adaptive Gaming Platform.



*MediaTrust*  
**Vice President, Engineering and Development**

*Santa Barbara, CA*  
**2008**

*Technologies: J2EE (Restlet, Spring, Ant, Tomcat), Ruby on Rails, MySQL (NDB, InnoDB), Linux and .Net*

- Principal Responsibility for Architecture and Implementation of an On-line Direct-Response Direct Advertising SOA Soap/ReST Platform. Empowered senior engineering staff to collaborate and own their proposed implementations.
- Specified and Documented Business Processes germane to engineering. Created “Overlapping Schedule Model” development process allowing for regular weekly push cycles for eCommerce properties. Built solid communication model between business and engineering resources to create confidence and esprit de corps.
- Technology stakeholder for the Product Development and Management Process.

*EarthLink, Inc*  
**Principal Engineer & Architect - Technical Program Director**

*Pasadena, CA*  
**2005-2008**

*Technologies: J2EE (JSP, Restlet, Spring, Ant, Tomcat), Ruby on Rails, Python, MySQL, Oracle, Linux and .Net*

- Technology advisor, authority and program manager for Value Added Services at EarthLink. Member of Senior Technical Staff.
- Responsible for translating documentation and business requirements into specific technologies, processes and budgets. Identified and prioritized infrastructure and customer-facing projects. Directed implementation of complex Internet applications.
- Managed at-risk projects to completion, specializing in cross-functional management of implementation teams and definition of processes for operating and maintaining products. Launched EarthLink's WebLife after 2 years of stalled development. Restructured team and met launch date within 12 weeks with production issues. Coordinated in-house, third-party and offshore development teams. Employed proprietary file-based system based on Amazon's “Dynamo” White Paper.
- Specified platforms incorporating Data Marts, Event-Capture/Beacon technologies, expert systems/rule- engines and demographics-targeted advertising and content delivery framework. Complete technical, project and product responsibility for eCommerce Web Analytics Platform built using J2EE/Restlet technology and Ruby on Rails.
- Devised and guided the launch of EarthLink's A/B Multivariate Testing Program. Initial tests lead the redesign of an application, producing a 7% increase in search Revenue (\$3.5+ million dollar lift).

*LowerMyBills.com, an Experian Company*  
**Manager of Development/Application UI Architect**

*Santa Monica, CA*  
**2003-2005**

*Technologies: J2EE (JSP, Spring Hibernate, Ant, Tomcat), MySQL, Oracle and Linux*

- Budgeting and resource management, requirements documentation, team building, and technical consultation to senior management.
- Hardware/software specification, Java web application design and hands-on development.
- Led teams of 10-20 senior engineers and cross-functional personnel. Drove Unit testing education and implementation. Spearheaded re-factoring and re-architecture projects lowering time to market and maintenance costs for the site. Lowered weekly average bug issues by 80% in three months. Increased team efficiency by 400%.
- Identified resource issues and created strategies to recruit and retain key personnel. Created mentoring and continuing education programs to grow and retain key personnel within the company.
- Designed server-side validation system. Defined and led the creation of four custom JSP Tag Libraries for LMB Components.

*SeeBeyond Technologies Corp - Sun Microsystems*  
**Web Application Architect**

*Monrovia, CA*  
**2001-2003**

*Technologies: J2EE (JSP, Spring Hibernate, Ant, Tomcat, JBoss, Struts, eGate), MySQL, Oracle and Linux*

- Lead teams J2EE Engineers creating core Struts-based applications connecting to a proprietary ERP platform.
- Managed resources, architecture, standards, technologies and vision
- Designed and led the development of an all-new, web-based Enterprise JMS/Application Server monitoring framework
- Designed and led Proof of Concept teams for Product Demonstrations to Fortune 500 Customers



*Labcorp - Gensys Software*  
**Web Engineer**

*Santa Monica, CA*  
**2000-2001**

*Technologies: J2EE (JSP), ASP, MySQL, Oracle and Linux*

- Designed and Engineered Web and Internet development activity. Created all corporate intranet web applications. Developed UI interface design for Swing client applications. Designed FDA-compliant and searchable S.O.P. Library.

*FPW/Gurovich Advertising*  
**Owner**

*Scottsdale, AZ*  
**1994-2000**

*Technologies: HTML, FileMaker, ASP*

- Website Design and Business Consulting for 18 companies web sites over 6 years for clients. Wrote technical manuals for client products. Evaluated Business plans and designed manufacturing and business processes for small-businesses and start-ups. Consultant for manufacturing compliance projects with Underwriters' Laboratories (UL), and National Sanitation Foundation (NSF).

## Education

*Claremont McKenna College, Claremont, CA*

*1979-1983*

B.S. Economics, 1983. Class Reunion Chairman 1984-2007

*UCLA, Los Angeles, CA*

*2004-2005*

Post Graduate Computer Science Studies 2004-2005 - Database Management, Design and Transaction Strategies, Advanced Object-Oriented Java UI and Java Enterprise Application Design

- Pragmatic Program Management/ Pragmatic Product Management - Certificates (2008)
- California State Mediator - Certificate (2006)

## Published

- <http://www.gurovich.com> (technical emphasis)
- <http://danilogurovich.wordpress.com> (general topics/motorcycling)
- Struts Recipes: Manning Publications- Published Nov 2004
- IBM Developer Works: Five articles detailing Struts User Interface problems. Published December 2005.
- Pending multiple patents in areas of metrics gathering and collaborative filtering as sole inventor.