

DANIEL DOMAN
235 East 95th Street, Apt. 23C
New York, NY 10128
Daniel.Doman@gmail.com
M: 917.902.9684 W: 347-722-1024
<http://www.linkedin.com/in/ddoman/>

SUMMARY

Hands on architect with C-Suite communications experience combining a passion for problem solving in crisis conditions. My pragmatic approach is particularly effective in deploying real-time improvements in large, complex production environments. Experienced implementing “*building the airplane in flight*” and just-in-time engineering. In doing so, I have delivered a potent blend of successful leadership and strong hands-on technical skills.

I have more than 20 years’ experience in CIO and COO roles, as both a consultant and as a member of executive teams at start-ups and large organizations including **IBM, Time Inc. Qello, BeyondtheRack, Accoona, Liberty Travel, iStockPhoto, MediaPort, DoubleClick, AIG** and **Information Builders**

Successfully turned around more than 8 companies for acquisition in last 12 years.

Over 10 years large scale cloud architecture: migration, hybrid, *Born On The Cloud*, agile transformation / High Availability

Broad experience with evolving business models and appropriate technologies. Extensive experience with hybrid cloud, senior management, infrastructure, operations, high-speed transaction processing, Service Oriented Architectures, internal and external API’s, ERP, Data Warehouse, OLAP, e-commerce, video streaming, web and mobile development. Extensive experience with high-volume, robust and scalable architectures on new and legacy platforms using Grid, cloud platforms, virtualization and other similar technologies. Equally at home with enterprise level architecture and low-level system internals. Extensive experience with Amazon AWS/EC2 and other cloud solutions. More than ten years of enterprise security architecture, standards and remediation.

CORE COMPETENCIES

- Amazon (AWS/EC2) HA infrastructure, design & Security
- Cloud Data Security Standards
- AWS and other cloud, OpenStack, Cloud Foundry, Swift, Cleversafe
- High performance Big Data analytics, ETL, Real Time analytics
- Security & vulnerability assessment and refactoring
- Cloud Computing, Hybrid Cloud Grid applications & Storage
- SQL, NoSQL and Big Data analytics & data technologies
- Developed high speed Object database engine
- Developed multiple commercial DB: Network, SQL, NoSQL, Object
- Refactoring multifunction legacy platforms and environments for security, scale, robust performance and agile function
- SaaS experience with secure & *extreme* transaction & data volumes more than 25 years.
- Hybrid Cloud solutions
- Security & vulnerability assessment & refactoring
- Extreme volume, high-speed, scalable systems
- Video, Media Streaming & DRM
- E-Commerce and Enterprise Architecture
- Distributed & grid computing
- ETL, Real Time analytics, velocity tracking
- IBM Design Thinking
- SOA, REST & other API etc.

EXPERIENCE

IBM – FSS Cognitive and Cloud Transformation Team 06/2015 – Present
IBM – FSS Strike Team
IBM – Senior Certified Cloud Advisor

Part of three Tiger Teams with specific focus on Financial Services Sector:

Currently working with tier one IBM Financial Services Clients (banking, Finance, and Insurance) in the US and Canada to create roadmaps and programs that help them transform to new powerful cognitive technologies enabled by cloud that enable them to serve their clients better. Specific clients and projects are confidential.

IBM technologies and services focus on Watson Cognitive and analytics and its state of the art automation helps improve service while driving cost out of our Client's business. Provides a method for moving IT staff off of lower level IT tasks with robotics letting them focus on creating agile applications and infrastructure so that they can better serve their clients by focusing in the areas of IT that add real value.

Created a journey map with IBM clients that converts IT to platforms and private software-as-a-service and as-a-service (Paas & SaaS) that compliments and conforms to agile application development and the ability to rapidly roll out new features and functions to clients and employees. Developed private cloud global strategic model with private managed As-A-Service (PaaS) capability for IBM FSS sector. Developed N-tier private managed storage offering for IBM Softlayer cloud. Developed 10K core

encrypted grid analytics platform for one bank. Technical due diligence on recent acquisitions.

RESPERFECTA Strategic Consulting, Multiple Projects – Consulting CTO for several companies 01/2007 – 5/2015

**** Time Inc. – Cloud Database Security standards and Big Data Analytics Architect**

Defined data security standards and rules for “move to cloud” initiative on Amazon (AWS / EC2). Defined VPC and subnet access rules for Big Data Applications. Established a Unified Authority for automated database management across business units, legacy, instance based and as-a-service RDS databases to eliminate manual hands on controls.

**** Vproud.tv - Developed Social Media video platform and conversation based platform for women. Took beta version of app unable to scale past one server and redesigned to easily scale and easily handle 1M+ users. Developed highly efficient plug-in for effective DB caching**

**** Technical review and reengineering for large ecommerce platform to increase capacity by orders of magnitude**

**** Security resolution and crisis management with several global companies: Company names and details under NDA.**

**** Crisis security recovery for global ecommerce platform infected by from data center, end users and POS systems. Stopped propagation, blocked data breach and cleansed all systems including POS in first 3 days. Then established new defensive protocols at datacenter, network, office and retail levels. And - Kept the company out of the newspapers.**

*** RedDrummer: Developed conversation and collaborative application platform. Hybrid: AWS Cloud or On Premise. 600-700M users. Data gathered from mail, chat and other collaborative sources for real time profiling, targeting and user-visible analytics used both relational and NoSQL tools. **Company IP acquired.****

MarketAmerica/SSSD 4.1.2012 – 5.1.2012

Reviewed mixed social media and video streaming site for functionality, scalability and video performance.. Reviewed new business model in context of *existing* successful parent franchise and manufacturing business. Recommended that they cancel public launch and use existing investment as a useful tool for their more than 5,000 internal franchisees for communications and internal marketing.

Qello 10.2010 – 8.2011

CTO: Developed a flexible platform for branded and white label partnerships. Developed large-scale, high volume Amazon AWS/EC2 hybrid cloud based video syndication and streaming platform along with mobile client applications (handset and tablet), IPTV and MRSS streams in partnership with several hardware manufacturers using white label model. Featured mobile application at CTIA. Platform continues to be licensed to other media companies under white label. Client apps rated one of the ***top ten coolest Android apps for 2011***. Architecture and API's developed were subsequently incorporated into later versions of the Kaltura CMS Platform. Developed a Service Oriented Architecture in (SOA) and API's with data layers for very modular and extensible platform. Front-end services used middle tier API's in turn used media management API's to interact with the Kaltura CMS. This allowed each layer to be developed and scale separately. Different public service and API layers were exposed for B2B, public and Mobile/IPTV applications. These layers could be developed in isolation without requiring full understanding or impact on backend media management services and API's. This modular design allowed new customer specific features to be added with minimal effort or impact on existing services.

BeyondtheRack 7.2009 – 10.2010

CTO: Brought in by investors for due diligence as interim CIO. Developed in less than a year AWS cloud based internal, public facing, warehouse management; call center and financial systems and processes. Established development and management processes - Implementing process controls as company grew from only \$200K/yr to over \$150M/yr in revenues. Volumes on average ***6-14 million unique transactional*** users a day with 76% of users within a 45-minute period (due to business model). Hybrid cloud (Amazon AWS/EC2, CDN, SaaS and On Premise) based E-Commerce platform that could and subsequently did scale to volumes many times higher. Developed system with real-time inventory for both physical inventory including items temporarily in shopping carts not yet checked out. Developed using multi-tiered **secure and robust** layers of cloud computing services that minimized exposure to limitations of technical capacities in Montreal. Established sales, development, operations and QA culture that aligned with business needs. Implemented end-to-end ERP platform (NetSuite) managing multi-company financials, warehouse and merchandising. Developed loosely couple integration layer that allows the web front end to support large volumes of traffic independent of the ERP backend to maximize uptime. Designed interface with ERP backend with API's and message queues to minimize web developer interaction with ERP backend and in general minimize the scope of knowledge and required for any developer task. Set up telephony, warehouse management, developed Data Warehouse analytics, merchant targeting and user retargeting programs. Developed low cost, analytics platforms able to deliver highly interactive content from thousands of fragmented data sources.

o Dubilier & Co

Evaluated opportunities in water related markets for content, data and analytics. Developed model to deliver critical content using low/medium/high budget and product profiles that could be executed based on different funding levels.

- User NDA: Designed a new, low cost reporting and database and analytics platform to deliver content and insight with highly interactive user experience from the widely fragmented and inconsistent data currently available in the market. Platform consisted of several service layers for internal and external SOA functions. Post acquisition technical and process reviews for several companies (NDA) as requested by investment groups. Delivered short and long-term road maps for execution.
- **Fotalia** - Pre-investment due diligence review and long-term execution road map for continued expansion. *Acquired*
- **Reliant Security Consulting** – Security reviews and resolution.
- **Presentation Builder** - Redesigned document & presentation management application. Designed EAI hub to synchronize with 3rd party repositories, Design2Launch, Documentum, MS Sharepoint, CRM and file-based repositories maintaining attributes & versioning across sources
- Reverse engineered undocumented .NET client-server application using deep packet analysis
- **AssureNet** - Business development, funding, supporting CTO. Developed modular design process using multiple Service architecture layers.
- **Media Addiction** - Rewrote business plan, corporate structure, patent applications, and licenses to enable additional funding.
- Strategic business and technology advisor for several companies in Social Networking space
- **Freshpair** – Redesigned ecommerce platform, *Company Acquired.*
- NDA: Resolved crisis virus attack at highly visible multinational retail company. Avoided public relations disaster. Analyzed virus characteristics, network and application structures. Analyzed packet data and network traffic requirements. Put into place within a day immediate incident push response to cleanse global systems and desktops and protect against further attack. Updated security policies at network and OS level. Developed road map set for deeper protection. Built packet scanners at core and end edge points with real-time review programs for response metrics and long term detection.

ACCOONA

7/2006 – 10/2007

Chief Operating Officer / Chief Information Officer

Restructured company and its five business units after more than \$100M invested. Established rigorous P&L, financial controls and detailed working capital models. Cut cash burn from 4M/Month to \$300K. Consolidated acquisitions as company grew to more than 200 employees. Updated business model for each division. Established competitive, less expensive health plans and 401(K). Established technical foundations and built service shared platform for all five divisions to further reduce overhead. Rebuilt data centers with a direct savings of \$300K a month.

Developed materials for London AIM IPO and NASDAQ S1

Consolidated ecommerce division of five acquired companies operating multiple online brands with collective revenues of more than \$200M million putting them in the top 15 of online electronics retailers. Developed new management, inventory, warehouse, buying, marketing, and sales functions. Developed cloud based ERP/CRM and E-Commerce platform. Eliminated recurring losses and increased margins. *Changes made the E-Commerce group an attractive acquisition target and it was successfully sold.*

Within 8 months, put into operation a new model specific to the Chinese market supporting multiple revenue streams and functioning as a framework into which additional functions and services could be added consistent with the new corporate theme being developed by the parent company in the United States. Created WOFE using three corporate entities created in Shanghai: Two as required by law for the different business operations and a third holding company that would also protect U.S. corporate assets despite the regulatory challenges in Chinese law. ICP (Internet) and BBS (forum and content) licenses are extremely difficult to acquire and can take more than a year if at all. Acquired licenses through shell companies. The corporate and Internet licenses alone were worth 3 times what had been invested. *The division was successfully sold.*

Reengineered Accoona search engine and business model while leveraging existing resources and investment for a more competitive offering. Developed platform used a combination of Grid and cloud technologies. *After product launch the division successfully sold.*

Consolidated company overall. Even with 5 completely different business units, internal API's were developed to allow shared services across business units. The goal was to make best use of common assets while enabling each business unit to be sold off with minimal disruption. *All business units were sold.*

LIBERTY TRAVEL

11/2005 to 7/2006

Chief Technical Officer (Consulting)

Brought to review enterprise project plans and architecture after years of repeated delays and cost overruns. Analyzed of all aspects of Information technology, business process – legacy, design, staffing and risk. Redesigned next generation architecture, strategy and all aspects of the software architecture, organization and infrastructure.

The “*next generation*” long-term architecture suffered from an impractical and fragile monolithic design. Projects suffered from repeated missed deadlines. Developed overall design decomposed into smaller deliverables. Development, operations and release schedules accelerated with reduced timelines, costs and risk.

Developed a “Plan B” to move company off single aging legacy Unisys mainframe. “Plan B” project delivered a port of current

business applications – all functionality and UI intact - into a modern scalable grid platform HP/UX Oracle RAC DB cluster as a foundation and for the first time giving full dual site contingency capabilities. Maintained critical legacy business continuity and knowledge. Maintaining legacy application had the added benefit of making new generation development easier and faster by leveraging a common database platform. Reduced the complexity of long-term projects.

Rejuvenated legacy division to reengage and empower disenfranchised key resources and personnel who had been behind the Liberty's long history of flexible and entrepreneurial business activities. The old legacy platform and the new "next-generation" platform coexisted in harmony.

The company generated 65-70% of its business through *white label services*. These services were offered through a combination of interfaces, SOA layers and shared operators.

The confidential long-term company goal was to make the company an attractive acquisition target. This goal was met and the company was subsequently sold.

DIRECT-REVENUE, New York, NY

6/2004 to 8/2005

Chief Technical Officer

Rapidly growing contextual Ad serving company - Brought in by VC with \$20M investment. Reengineered exiting code and geographically distributed applications running in several small data centers with out of control operations costs, no documentation and poor code quality and tight failure prone coupling to backend databases. Overall design was monolithic. Reengineered rigid application architecture with major failures on a daily basis. Reengineered products, client and server applications even as volume and revenues grew exponentially. Added new business models and features. Developed next-generation Ad Server with yield optimization, behavioral and psychographic targeting. ***The Ad server was subsequently repackaged and privately acquired.***

Consolidated multiple expensive data centers saving recurring costs by 75% and increased reserve capacity increased while transaction rates and volume exploded to 30M a day. Developed active/ active architecture in redundant grids across data centers. Changed an unmanageable, fragile and fault-prone system with out of control costs that frequently hit capacity limits became stable, robust, scalable and economical.

Average transactions of 900M a minute with sustained spikes of more than 2 million transactions *a minute* and bandwidth over 3GB could be sustained even with the loss of one data center.

Decoupled online applications from the databases and data models for faster, reliable, and more complex operations with fewer MySQL engines. Databases were reconfigured in clusters and the total number of systems was reduced. The existing Oracle server was retired.

Developed platform using multiple SOA layers for internal services, ad serving / external services as well as services to the external embedded ad clients.

Implemented a modular architecture. Reduced development costs by \$750,000. Created real-time bi-directional data flow using an ETL infrastructure supplanted by lightweight messaging. Transactions flow continuously refined behavioral targeting and maintained impression caps and other targeting requirements in near real-time regardless of backend latency or availability. Designed ETL processes using a *cascading database* technique that maximized throughput in a high-volume ROLAP without investment in high-end hardware. Redesigned system to maximize DB performance: avoided needless locks, joins, temp table overhead, inserts and deletes on live tables even under extreme query and load volume. Extremely fast query performance on several billion plus row MySQL tables. Low cost MySQL outperformed the previous Oracle engine. Developed extremely sticky and durable Windows-based Adware client called Aurora that leveraged multiple ring layers of Windows operating system ***Ad serving platform subsequently sold under the brand name AdModus.***

RESPERFECTA Consulting

8/2002 to 6/2004

Project highlights:

Freshpair.com

Redesigned entire infrastructure with effective horizontal scaling. Business showed a 150% increase in volume. Technologies: PHP, BSD, MySQL. Extended their platform into web and B2B SOA services (both vendor and warehouse) as well as internal processing and application SOA layers.

iStockPhoto - Developed technical road map for scalable high performance infrastructure and application design. ***Company subsequently acquired.***

SendWordNow – Reengineered a multi-source emergency-messaging platform designed to send out millions of alerts at a time.. Designed global application architecture and high availability designs. ***Company has seen substantial growth and continued investment.***

Listservices Corp - Designed and developed system for CAN-SPAM compliance with mix of .NET and AS400.

Audio Streaming Application

Developed a highly configurable streaming audio & video front-end system as a learning exercise to gain additional expertise with web scripting languages. Written in PHP, with Perl, bash and Python for cross platform installation. Application is used on several commercial sites and available for OSX, Linux and Windows. Product is still in popular use.

MEDIAPORT, New York, NY **CTO**

9/2001 to 08/2002

One of 5 founders of a media buying and order management company funded by a consortium of the three largest media buying holding companies Omnicom, WPP and Interpublic. Collectively this consortium controlled more than 60% of all media-buying dollars. The goal was to automate the inefficient media buying and selling processes across all sectors and types with the ultimate goal to replace Donovan Data Systems (DDS) with integration into existing sell-side trafficking systems and buy-side financial systems. Developed business model, full life cycle budget and P&L.

Mapped existing media buying processes, developed data model and published XML schema open for industry use. *These standards remain in use throughout the industry.*

The project started on September 10, 2001: The subsequent collapse of the advertising market resulting from the 9/11 tragedy forced the consortium to cancel the project despite the ready availability of funds.

QUIXI, INC., New York, NY **Chief Technical Officer**

1/2000 to 5/2001

Startup Internet services company growing from 6 employees to over 100. Developed technical strategy, architecture and operations using best practice art for scalable, resilient, redundant infrastructure and application technologies that allowed all nodes including calls centers to work independently, and withstand periodic loss of connectivity using a distributed database model. Three geographically dispersed call centers each with over 100 operators.

The underlying architecture allowed me to easily revise core business model *several times* with only a few weeks of work each time.

All applications were launched *only 6 months after standing start*. Built web-based applications on WebLogic/J2EE and developed Call Center applications in C++, which combined CTI on a thick client server model. Installed PBX systems, telephony switches.. Developed patented architecture for transfer of user context from WAP/Voice & Web sites to live agents. Added ASP model for sales force automation (SFA) on a variety of CRM systems and legacy applications with template apps and EAI tools using the existing physical infrastructure and new SOA functions. All systems were built using a series of public and private Service Architecture (SOA) layers

DOUBLECLICK, New York, NY **Director, Engineering & Development**

1/1998 – 1/2000

Joined DoubleClick in its early pre-IPO days as a startup Internet marketing and advertising company. Responsible for all engineering front and backend processes at high-volume Internet site. Rebuilt all server processes and optimized for volume, performance and durability as modular clustered processes in one year as we grew from 100K daily impressions and transactions a day to over 5 Billion a day. In subsequent years volume increased by orders of magnitude and the system scaled to handle it. Designed new products and applications for analytics driven ad targeting. The system became the gold standard for ad serving platforms.

Developed systems, products and services that turned what had been “pain points” into profit centers. The early cash cow of ad serving has waned and these new systems, products and services now make up the core of the DoubleClick business platform. Managed intermediate and direct staff of several hundred.

- Developed backend processes and systems known as DART. All systems were arranged in a Grid-like platform that scaled for capacity and durability.
- Designed and developed “**Boomerang**”™ a data driven ad-targeting platform targeting based on demographics, psychographics, real-time and latent behavior as well as intent velocity all with goal of maximum yield.
- Designed high throughput (17K TPS) object oriented database appliance with sub 2ms latency for user behavioral, impression and context tracking information. Appliance/Application storage efficient scaled horizontally and geographically. Note: Not impressive in 21st century, but this was on a single Pentium processor machine less powerful than a typical smartphone.
- Redesigned statistically driven ad targeting logic to deliver ads using performance metrics and psychographic routines.
- Developed enterprise management applications and automation tools and suites to coordinate and automate end-to-end processes in a fault tolerant manner.
- Added ETL systems for next-generation back-end processing. Front end and backend systems SOA layers where possible.
- Developed all DoubleClick platform services to expose multiple API's using a variety of methods as, RPC, API and SOA layers.
- These systems were the core processes and applications that were *subsequently purchased by Google*.

AIG (American International Group, Inc.), New York, NY

2/1997 – 12/1997

Director, CORE Technology

Responsible for Core enterprise technologies standards and solutions

Developed systems and processes to convert over 160 legacy applications and built new tools for 14,000 workstations for common operating system and application platforms. Converted 48 Notes applications into Outlook-based Exchange groupware applications

IBI (Information Builders Inc.)

7/1987 – 2/1997

Director, MicroProducts Programming

FOCUS is an enterprise level natural language (4GL) non-relational database. Architected new functions, features, services and ports to multiple platforms including OS/2. Managed staff of more than 120. Massive code base of more than 8000 new and legacy source files in C, C++, Fortran, mainframe and other platform Assembler.

FOCUS began as a large monolithic mainframe application. Reengineered the product - breaking core functions and services out with a variety of *SOA-like* methods to build new products out of the service layers exposed from legacy core code. WebFocus, EDA, PM/Focus and all of the other platform specific variants came out of this work. Interfaces to multiple data stores were added enabling heterogeneous and asynchronous joins. Platform to this day continues to be used as an analytical tool across multiple databases.

Developed cross platform compilers, assemblers, p-code parsers and code generators, reverse polish functions, dynamic and static link and overlay loaders, object parsers, and meta-code translation tools. Developed core internal services including: low level caching routines, compilers, cross memory stub, dynamic, static link and overlay loaders and debuggers. Developed functions-based and register-based API's to emulate IBM 360 Assembler functions on other platforms. Developed sub 2K stateless graphics engine in assembler and exposed functions several ways: assembler function, high level language calls and exposed API's. Added product API's to allow clients to extend product with their own binary code.

COMPUTERLAND / PCSI

7/1983 - 7/1987

Director of Technical Services

Built consulting staff of 6 programmers and technicians. Developed local area network management tools, and utilities for local and wide area networks. As a learning exercise, developed multi-user BBS program put into commercial use by more than 1500 sites (still in use 2008). Managed direct & retail sales of \$16M..

EDUCATION

Bachelor of Arts - English, Pitzer College; Claremont, CA

Nationally certified Porsche Racing instructor / Coach