

# ALAN E. LANG

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## PROFILE

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Technologist and dynamic leader with well-balanced product, technology, and business experience and a passion for creating world-class products that engage and delight customers. Strong hands-on leadership of consulting and product development teams both in start-up as well as established companies.

Passion for hiring and developing top talent, building effective organizations, cultivating positive peer relationships, and generating strong sustainable results. Committed to creating an engaging, motivating, and collaborative workplace that provides team members with the purpose, autonomy, and tools they need to perform to their highest potential.

## CORE COMPETENCIES

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- Software Development
- Product Management
- Technical Consulting
- Hands-on Technical Leadership
- Recruiting & Team Building
- Strategic Planning & Budgeting
- Agile Methodologies
- Ad Tech
- E-Commerce
- Digital Marketing / Advertising
- Consumer Platforms
- Mobile
- AI & Machine Learning
- Big Data & Data Science
- Enterprise Systems
- NLP / IR / Search
- Cloud Computing / SaaS
- Security / SOX / PCI

## PROFESSIONAL EXPERIENCE

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**PRINCIPAL CONSULTANT**  
**Pandoblox, Los Angeles CA**  
[www.pandoblox.com](http://www.pandoblox.com)

**6/19 – PRESENT**

Pandoblox provides technical CxO consulting, software development, and technical operations services to companies of all sizes.

Serve as principal consultant on both pre-sales and post-sales activities, including leading client meetings & presentations, developing product plans, serving as lead product manager, serving as scrum master / agile coach, leading software development projects, and CTO coaching. Work with both on-shore and near-shore teams in Mexico, Costa Rica, and Chile.



**VICE PRESIDENT, ENGINEERING**  
**DRINKS, Los Angeles CA**  
[www.drinks.com](http://www.drinks.com)

**8/17 – 3/19**

DRINKS operates the leading online consumer marketplace for high quality and affordable premium wine available for US delivery thru its proprietary brands (Wine Insiders, Martha Stewart Wine Co.) and platform partnerships (Kroger, Thrive Market, BOXED).

Responsible for hands-on design, development, and maintenance of DRINKS core E-Commerce platforms. Management of 15 person development team including software engineering, QA, product management, project management, DevOps, and IT. Work with executive management to define and execute company strategy and primary responsibility for technology-based initiatives at DRINKS.

7/14 – 2/17



**VICE PRESIDENT, ENGINEERING – AD DELIVERY**  
**YP, Glendale CA**  
[www.yp.com](http://www.yp.com)

YP (formerly AT&T Interactive) is North America's largest local search, media & advertising company.

Led 40 person engineering team responsible for several ad-serving platforms including IYP ad serving systems, YPSM API, YP/Yelp integration, Advertiser/Partner Technical Services, and YP Mobile Labs (formerly Sense Networks), YP's industry-leading audience and location-targeted mobile display platform (DSP, DMP, Data Science). Served as executive sponsor for YP Innovation, an organization focused on driving innovation and intrapreneurship at YP through programs including Hackathons, the Innovation Challenge, and the Innovation Speakers Program.



**VICE PRESIDENT, CONSUMER PLATFORMS**  
**YP, Glendale CA**  
[www.yp.com](http://www.yp.com)

8/13 – 7/14

Led a 130+ person product and engineering team responsible for all YP consumer platforms, including product management, product strategy, consumer experience, creative, analytics, engineering, devOps and all consumer-facing properties including the web and mobile web experiences (yp.com, m.yip.com), and the YP mobile app (iOS & Android). Collaborated with marketing on product marketing and merchandising. YP is consistently a top 30 comScore domain and the YP apps ranked top 10-25 in their category in both the Apple App and Google Play Stores.



**SENIOR VICE PRESIDENT, ENGINEERING**  
**Boingo Wireless, Los Angeles CA**  
[www.boingo.com](http://www.boingo.com)

1/11 – 2/13

Boingo Wireless, the world's leading Wi-Fi and DAS provider, has a vast footprint of small cell networks in airports, stadiums, shopping malls, restaurants, universities, and military bases.

Reporting to CEO, responsible for managing 55+ engineers across 6 teams. Provide input and direction on product strategy and primary responsibility for product development and technical operations. Worked with executive team to formulate corporate strategy, create and maintain product roadmap, and generate budgets and participated in taking Boingo thru its IPO in May 2011. Turned around underperforming team, transitioned from waterfall to agile, introduced new suite of software development and collaboration tools (Atlassian) and organized first Hackathon.



**CHIEF TECHNOLOGY OFFICER (CTO)**  
**Velocify (formerly Leads360), El Segundo CA**  
[www.velocify.com](http://www.velocify.com)

4/10 – 12/10

Responsible for managing engineering at Leads360/Velocify, a leading provider of software as a service (SaaS) lead management systems.

Served as member of senior management team and managed a 15 person engineering team. Led and supported development of key technology and product initiatives including a sophisticated dialer product, a mortgage pricing engine integration, and a Salesforce integration.



**VICE PRESIDENT, ENGINEERING**  
**Dex Media (formerly RH Donnelley), Santa Monica CA**  
[www.dexmedia.com](http://www.dexmedia.com)

**8/07 – 4/10**

Dex Media (formerly Dex One and RH Donnelley) is a leading yellow pages publisher and marketing services company for local businesses.

Provide technical leadership for Dex One Interactive, and served as primary tech liaison to Dex One corporate. Tech leadership and management of a 50+ team and overall responsibility for all engineering activities at Dex One Interactive, the digital division of Dex One, across three locations (Santa Monica, Denver, and Chicago). Lead massive digital transformation including rewrite of Dex One's proprietary local search site (dexknows.com), new vertical sites Dexknows Weddings & Dexknows Home Improvement, advertiser portal, SEM platform, data warehouse, system integration, and rollout of 2 new data centers.



**VICE PRESIDENT, ENGINEERING**  
**Business.com, Santa Monica CA**  
[www.business.com](http://www.business.com)

**1/05 – 8/07**

Business.com is the leading Business Search Engine and Directory on the Internet. Served as a member of the executive team, responsible for management of a 25+ engineering team, and overall responsibility for technology at Business.com.

Led product definition and development for a wide range of systems used to support Business.com's advertising business, including the publishing and ad serving systems, advertiser portal, CRM system, web services APIs, editorial systems, and billing systems. Responsible for design and maintenance of data warehouse as well as company-wide reporting and business intelligence. Supported corporate development efforts that lead to the sale of Business.com to RH Donnelley for \$350 million.



**VICE PRESIDENT, ADVERTISER SYSTEMS**  
**Yahoo! / Overture Services, Pasadena CA**  
[www.yahoo.com](http://www.yahoo.com)

**12/00 – 1/05**

Overture Services (acquired by Yahoo) was a global leader in commercial search services and a pioneer in paid search (SEM) who's IP was licensed to Google and subsequently became AdSense.

Management of a 40+ person software development team and responsible for development of all advertiser-facing systems including advertiser portals (DTC, OLS), the CRM, the Editorial Processing System (EPS), Account Monitoring (AM), Click Indexing (CI), Payment Processing, and much of the site's business logic and platform. Responsible for system architecture and design, project management and development of several major initiatives including:

- Expansion into 32 international markets (including UK, Germany, Japan, China, etc)
- Enhanced editorial pipeline via algorithmic review of search listing submissions and scaled 30x
- Addition of several new bidding (auto-bidding) and matching features (broad & content match)
- Rewrite of CRM system which yielded improved performance, availability and usability
- Upgrade of system infrastructure to Solaris 8, Linux, Weblogic 8.1, Java 1.4.2, Oracle 8i
- Migration of system architecture to SOA and Web Services

**VICE PRESIDENT, ENGINEERING**  
**Ememories.com, Los Angeles CA**  
[www.ememories.com](http://www.ememories.com)

**4/00 – 12/00**



Responsible for managing all facets of software development for ememories.com, a B2C E-Commerce web site in the photo sharing / consumer products space with over 800,000 registered users and site traffic which ranked it #1 in the photography category and #300-350 amongst all US web sites.

Management of a 10+ person software development organization including web design, web development, and QA. Serve as tech lead for partnership and M&A activities. Responsible for development of ememories.com online store, integration of licensed content, online promotions, 3<sup>rd</sup> party integrations, and hands-on design and development of major portions of the web site.

## EDUCATION

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**M.S. Electrical and Computer Engineering**  
University of California, Santa Barbara (UCSB)

**B.S. Computer Engineering**  
University of California, Los Angeles (UCLA)

## TECHNOLOGIES

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Languages: C, C++, C#, Java, Python, Perl, Ruby, JavaScript  
Frameworks: J2EE, Spring, .NET, Node.js, Ruby on Rails, Express  
UI / Web: HTML/CSS, JSON, AJAX, Web Services (SOAP/REST), Angular, React, JQuery  
Mobile: iOS, Android  
Databases: Oracle, SQL Server, MySQL, RDS, MongoDB, Cassandra, DynamoDB, Neptune  
Search: Lucene/Solr, ElasticSearch  
Analytics: Tableau, Snowflake, Redshift, Stitch, Spark, Google Analytics, Splunk  
Cloud: AWS, Serverless, Docker, Kubernetes  
Content Management: Contentstack, Drupal, WordPress, Optimizely

## PATENTS

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*Content performance assessment optimization for search listings in wide area network searches*, US Patent 20050065928 - Filed 8/2/2004, issued 3/24/2005.

*Content performance assessment optimization for search listings in wide area network searches*, US Patent 20040220914 - Filed 5/2/2003, issued 11/4/2004.

*Automated processing of appropriateness determination of content for search listings in wide area network searches*, US Patent 20040054661 - Filed 9/13/2002, issued 3/18/2004.

*Position bidding in a pay for placement database search system*, US Patent 20030101126 - Filed 11/13/2001, issued 5/29/2003.