Karim A. Nassar

Summary

Strategic Technology Leader and Software Architect specializing in scalable, distributed teams and systems. I have held roles from "The Engineer" to VP Engineering leading teams 35+ in size. I am committed to making a positive change in the world, and teaming up with your organization to do so.

Pertinent Experience

V.P. Technology – Verve   *April 2014 to January 2020*, Company Acquired

My tenure at Verve began as a solo engineer, where I adopted a nascent real-time bidding ad system. I redesigned the system to be able to scale from 5k QPS to over 300k QPS, and hired a team to maintain and expand it. I was promoted to managing 7 teams which grew to 35+ engineers covering all aspects of sofware development and project management. During the contraction the company experienced over the last 3 years, my responsibilities resumed technical leadership on this ad serving system. Other accomplishments include:

- Architect and product manager for real-time bidding and optimization systems.
- Built Systems Operations team embracing best-in-breed DevOps practices to ensure maximal engineering throughput with minimal production incidents
- Tripled velocity of our full-stack team
- Built a streaming logging solution at less than 1/10th the cost of AWS Kinesis that handles hundreds of billions of messages monthly processing terabytes of data daily.
- Built an automated ad trafficking system that provided 5x throughput to AdOps team

V.P. Technology – Eclipse.io   *March 2013 - March 2014*, Company Closed

I was "The Engineer" for a 5-person mobile advertising startup. Responsibilities were to build and manage the order management user interface, as well as the real-time bidding ad system. I also worked to scale the system to handled over 100k requests per second at peak for less than $10k per month. As the only engineer, I was responsible for all aspects of our technology stack: full-stack and real-time software engineering and architecture, QA and systems operations.

Director of Technology, Platform Services – TrueCar   *Jan 2012 - Jan 2013*

We built and supported the Java / SQLServer API services layer serving dozens of internal applications and external partners. Led development of an industry leading automotive data platform for internal and external facing clients and applications.

- Hired to build a team to create the integration with Yahoo! Autos. This product no longer exists.
- Led platform development effort for Java / SQLServer API services layer serving dozens of applications internal client teams and external partners.
- Oversaw complete rewrite of automotive pricing subsystem leading to improved performance and easier maintainability.

- Led platform service development for truecar.com rebranding effort ensuring on-time delivery under tight timelines.

V.P. Technology – Fun City (Formally SGN, Mindjolt)   *Feb 2011 - Jan 2012*

All software, systems and QA engineers reported to me. My role was to lead two distributed teams (SF and LA) into a cohesive functioning unit and improve the stability of our gaming platform serving 10 million monthly uniques.

- Oversaw migration from legacy applications infrastructure to gaming platform for serving serving 10 million monthly Facebook users.
- Rebuilt software engineering team in Los Angeles.
- Instituted lean software process joining remote teams and workers into a unified department providing the company insight and accountability into engineering workflow and project efforts.
- Established near real-time monitoring system providing systemic knowledge of operational activities.
- Created QA department utilizing Selenium to automate beta testing, smoke screen tests and customer response mechanisms.

Director, Software Engineering – the Rubicon Project   *Aug 2008 - Feb 2011*

I was hired as a software engineer, and my first assignment led to the creation of a patented content delivery mechanism. My background in UI led to a role leading the development of our advanced customer facing web application. My next role was to use my team management skills to lead our engineering organization as Director of Software Engineering. I lead the company's single largest development effort, and was on the due diligence team leading up to the acquisition of Fox Audience Network (FAN).

Research Engineer – Northern Arizona University   *May 1999 to Mar 2006*

- Graduate-level researcher for Collaborative Computing Laboratory, published twice
- Development Lead for a 30-member doctoral level ecology research group's web-based collaboration and data sharing community.
- Designed and implemented "social networking" web site to allow distributed scientific collaboration across continents.
- Created advanced database schema and optimized stored procedures for manipulating complex relationships of hundreds of millions of rows of scientific data.

GROUPS

- EFF
- Association for Computing Machinery (ACM)
- Wikipedia
- Free Software Foundation

✉ KARIM@MAGNIFICENT.CC   ☎ (310) 598-0003