

# Will Koffel

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## OBJECTIVE

Lead teams and architect solutions to deliver top-rate application systems to internet-focused businesses

## QUALIFICATIONS

For the past 12 years, I have combined a strong background in computer science theory with clean, innovative, and practical implementations to deliver a wide-variety of application systems. I've led sizable teams and projects, and have a proven track record of delivering outstanding solutions on time. I lead by example, and expect the best from my team. I have experience with all major components of the web, including major Ruby on Rails, PHP, J2EE application stacks, relational databases, website infrastructure and administration, and have command over a large toolbox of platforms (Linux, Mac OS/OSX, WinNT/2k/XP, Solaris, FreeBSD) and technologies (PHP, Java, JSP, Perl, HTML, XML, Javascript, SOAP, UNIX shells, Apache, C, ObjC, CVS, Subversion, Perforce). I've leveraged strong leadership skills to manage teams and projects, and strong communication skills to interface with technical and non-technical stakeholders. I've demonstrated a complete grasp of the business product cycle by meeting deadlines, making the hard decisions, and fitting targeted technology solutions into larger strategic business models.

## EDUCATION

Massachusetts Institute of Technology 1996 - 2001

B.S. Computer Science

B.S. Music Composition

Graduated 4.5/5.0 GPA, received numerous writing distinctions

Candidate for Masters of Engineering, Computer Science, MIT 2000-2001

## EXPERIENCE

**CTO, co-founder, wis.dm 2006-Present**

As a member of the executive team, I was in charge of all aspects of technology within the company and in our consumer-facing web product. I managed all technical personnel as well as technical contractors and integration relationships. Along with the CEO, I was tasked with presenting the company vision and product for external-communication, as well as working with venture capital firms to secure continued financing.

The wis.dm platform was first deployed on an Enterprise Java stack, including Hibernate, Spring, Acegi, and Sitemesh. I helped maintain the development tools, including Subversion, Eclipse, Maven2, and Tomcat deployment. The wis.dm site was rewritten fully in Ruby on Rails in Q4, 2006. This included Rails/MySQL integration, capistrano/mongrel/Apache deployment, and RoR scaling, caching, and queuing techniques to achieve high-performance and ease very efficient iterative implementation.

**Director of Development, Miva Direct (having acquired Comet Systems) 2004-2006**

*As the first engineer in Miva's Cambridge Office opened in 2004*, I managed a team of developers and QA engineers providing server applications in a highly-scalable environment. I was hired full-time to take over responsibility for the primary revenue-generating component of the business, a paid-listings search site. The application infrastructure I designed and implemented supported over 5 million live users, in excess of 200 million hits per day. I re-architected the site as part of a larger Application Services initiative, utilizing XML for data aggregation, web services for data access, and XSLT for server-side generation of end-user web pages. Promoted to Director from Manager of Server Development prior to leaving the company.

*Previously as a self-employed contractor with Comet Systems*, I built a prototype Windows/IE

application which aggregates data from information-rich websites into a consistent user-interface. My contract was extended to lead a team of 3 engineers to complete a consumer product based on the successful prototype. Technologies included very heavy use of application-quality Javascript, DHTML, XSL/XSLT, and Internet Explorer integration. I drove the design and script code-base implementation for a Windows desktop application that offers users numerous “widgets”, including utilities such as weather forecasts, calculators, and new-email notifiers. The platform required a number of general components, including an asynchronous JavaScript HTTP library, and a general parser and scraper used to pull data from 3rd-party websites.

**Portal Website Software Engineer, Akamai Technologies, Inc. 2001-2002**

I did heavy maintenance on Akamai’s existing customer self-service website. Frustrated with its limitations, I took the initiative and drove a team of 4 engineers in a complete rewrite of the JSP-based site, improving performance, re-designing the data-model, creating a software platform with the flexibility to implement new web-based applications quickly and cleanly, while significantly decreasing the size and increasing the clarity of the code base. Technologies include Weblogic, WebSphere, Tomcat, Java, JSP, Oracle, Perl, Javascript, Unix shell scripting, Perforce, Linux and Solaris Administration.

**Monitoring Applications Engineer, Akamai Technologies, Inc. 1998-2001**

I developed the first applications for Akamai to monitor its global traffic network. These included monitoring machine health, traffic load, and a custom alerting system. Due to the high-visibility of Akamai’s Network Operations Command Center, these applications were required to be functional for Akamai and impressive for visitors, and included large-scale geographic monitoring, and 3D traffic visualization.

I was in charge of development and release for a client desktop monitoring application. This multi-threaded Java application performs real-time monitoring of Akamai’s world-wide network of machines, giving customers a view into their website’s traffic patterns and load. Supported on three platforms, the application made heavy use of early Java Swing technologies, featured a number of custom graphical components, and interfaced with proprietary backend data sources and data proxies. Technologies include Java, Swing, Unix scripting, Linux and WinNT Administration, Apache Administration, InstallShield, Perforce, CVS.

**Student Researcher, M.Eng Candidate, MIT Lab for Computer Science 1996-1998 , 2000-2001**

I participated in research for the LCS Advanced Network Architecture (ANA) division. I developed a multi-threaded web-crawler for gathering and organizing large amounts of web data. Technologies include C/C++, CVS, FreeBSD Administration. Later, I was accepted into the Masters program with a thesis proposal on the Haystack project in the area of User Interface design for a file-browser exploiting collaborative “bookshelves” of personal information, supporting search, annotation and document sharing.

## **BUSINESS**

**Co-Founder, JohnnyCab, Inc. 2003-2005**

As a co-founder and board member of JohnnyCab, I have built hands-on experience with starting a business, prototyping early development, and business communication skills. The company was formed to create a marketplace for online ordering of taxi-cabs in major U.S. cities. Components of our technology were purchased in 2005 by another taxi-centric advertising business.

**Mac OS X Shareware Development 2003-Present**

I am active in the Mac OS X Cocoa Shareware development community, working on a few applications of my own, and participating on development mailing lists and in area developer groups. My current *C* and *Objective-C* skills are in focused in this area.

## **INTERESTS**

Music Composition & Performance, Photography (<http://www.fountainphoto.com/>), Billiards, Alpine Skiing, Scuba Diving