

Dean Heistad  
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## SUMMARY

Experienced technologist with broad skills architecting web services, database-driven applications, operational expertise with large-scale consumer-facing systems and corporate IT infrastructure. Equally at ease implementing datacenter network and hardware, managing a staff of software engineers and web developers, architecting a technical solution, or working with executive management articulating and/or justifying the needs of technology in the organization. Significant experience with content management systems and data-driven business improvements, as well as network operations and system administration in Sun & Linux environments. Well established network of contacts in the media and technology industries. Brings agile software development methodology to all projects. Passionate about maintaining hands-on experience to be able to lend a hand when necessary as well as hire and manage individual contributors and middle management more effectively.

## EDUCATION

BS Computer Science, Clemson University, 1996

## EMPLOYMENT

2002-present CTO/Director, Interim Technology Director on a consulting basis for start up companies.  
Projects include:

### **VP Engineering**, CampusU Inc. (2/2007 – present)

Hired by President to create a team of technologists to build owned & operated websites, Facebook flash applications and a vertical ad network infrastructure to maximize the potential of the CampusTech ecommerce traffic of college students around the country. Created an agile development process that the team of in-house, out-sourced and off-shore technologists and artists would use to create the traffic heavy “Beer Pong” Facebook application, the award-winning CampusU.com social network website and the premiere destination for students to find a job while in college or post-graduation, Jobology.com. Using the latest technologies (Flash, Ruby on Rails, MySQL, Google Analytics) in a highly scrappy startup environment, we built some fantastic applications and tools in record time with incredibly limited resources. This all occurred while the company failed to procure the final round of funding, and eventually shut down.

### **VP Operations**, WiredBenefits. (8/2007 – 2/2007)

Hired by CEO as early-stage company operations guru to purchase hardware, establish multi-site hosting, establish and hire QA, formulate customer support process, software and hire manager. Responsible for all credit card operations within the company, including PCI compliance and returned card destruction procedures according to Mastercard standards. Working closely with the development team, purchased and installed the multi-site hosting hardware and bandwidth, installed and maintained uptime SLAs for dev, qa and production hardware, and instituted deployment procedures and scripts for Ruby/Rails applications and several hundred domains including corporate site, primary business site (credit card employer ordering and admin site), and marketing domains. Compliant with PCI data security standards as well as SAS 70 standards. Established and maintained corporate infrastructure including phone system, desktop and mobile computing systems, secure internet connectivity and miscellaneous office hardware. Established contracts and deployed SMS system with Motricity, hosting with Equinix/Internap, Security via SSL certs, SecurID servers, dev/qa/production hardware using Sun/Solaris and Linux infrastructure, networking infrastructure using Cisco routers, switches and firewalls, and negotiated corporate insurance policies for E&O, workers comp and credit card fraud. All-around operationally savvy, relied upon for a myriad of tactical and strategic problem solving and management exercises.

### **Lead Technologist/Consultant**, AARP. (1/2007 – 12/2007)

Hired world-class development and operational staff, created an agile development environment, and deployed a fully-redundant bi-coastal 5-nines infrastructure to serve the transformed AARP.org website using Linux, Apache, MySQL, Java/Jboss and several COTS solutions for content management, social networking and content syndication. Responsible for managing development and infrastructure teams of 12 and 6 individuals, as well as maintaining relationships with external vendors and internal IT

departments. Established the use of the Scrum agile methodology within a test driven development framework using classic 3-tiered architecture. Working with the VP of web strategy and the CIO – responsible for the effective transformation of internal technology resources through staff re-org, and managing the \$4MM technology budget for 2007.

**Director**, LETIX. (2002-present)

Established a national non-profit to assist Law Enforcement in understanding and utilizing technology in pursuit of high tech crimes. Developed and deployed content management system, setup email and web servers in development and production capacity using Linux and Solaris hardware. Implemented load-balanced VRRP/proxy system with 2 tiered architecture and multi-level security policy to ensure data and system integrity. Systems installed include Netgear managed switch and VPN/Firewall hardware, Sun Solaris 10 back end application servers running MySQL/Apache/PHP/Smarty, and HP Linux Fedora Core 5 proxies running load balancing, proxy, firewall, IDS and logging software.

**Owner** – GenX Systems. (2003-2007)

Created profitable consulting business to service the technology needs of web/technology businesses, media companies and private clients. Web consultancy clients and partners include WiredCommute, Peeramyd, JotSpot, Xenogene and EmailLabs. Consumer electronics clients include ESPN, Fortune Magazine, Men's Vogue and CNN, as well as private clients. Completed a Defense contract with SI International, a leading defense consultancy to provide software architecture and DoDAF subject matter expertise in the Air Force logistics modernization contract bid.

2003-2005

**Director of Technology** - Time Inc Interactive.

Responsible for transferring technology between AOL and Time Inc per the terms set forth in the current AOL/Time Inc content sharing agreement. Worked with new AOL and Time Inc. technologies and people to architect interfaces between existing systems. Essentially an in-house integrator, in-between two houses. Provided due-diligence on large web metric reporting contract (Omniture), created successful search engine optimization team, created group to transfer AOL technology assistance to Time Inc technology & content teams.

1999-2003

**VP Engineering** – Business 2.0, Time Inc.

Co-founded eCompany Now Magazine, and established web team and all architecture, and contributed tactically as well as strategically. Managed 13 outsource contracts, including office infrastructure, web services and consultants/contractors. Established standard software development lifecycle practices, including code-reviews, QA and project management integration, unit and regression testing, and operational responsibility for maintenance. Developed and documented business continuity plan, QA Test plans, Budgets, quarterly corporate schedule and product plans. Deployed Solaris/Cisco systems augmented with Linux and Win2k server. Architected a 3-tier web system, using redundant Cisco Local Directors for proxy load-balancing, Sun Solaris front-end web servers, Solaris and Linux middle tier tomcat and other application servers, large Sun Oracle database servers on 3<sup>rd</sup> tier. Responsible for development, QA, production systems and operational architecture, as well as some interface with corporate IT including VoIP transition, DNS/Exchange servers and file servers.

Took over Fortune web team and Fortune group technology concerns in 2001. Managed web team (9) and technology architecture in NYC. Improved Fortune website performance over 15x capacity while reducing expenses by over \$1MM. Improved internal and external PR including relationships with external sites to increase actual traffic from 6MM/month to over 15MM/month. Re-engineered ATG Dynamo & Oracle interfaces to include caching mechanism to drastically reduce loads.

1996-1999

**Director International Engineering**, Infoseek.

Responsible for setting up technology groups for Infoseek's international expansion. Created expansion technologies for new and existing portals in Europe and Asia. Deployed Solaris/Cisco infrastructure in Germany using custom-engineered content management system, proprietary search infrastructure and proxy/caching mechanisms to handle all German internet users load through Deutsch Telekom's portal. Created 3-tier web system using proprietary content management tools, and weaving search engine results via XML back into template system. Load-tested search systems and implemented perl scripts for operational testing and monitoring via Webtrends and Sitescope. Operational responsibility for managing the availability and deployment of e-commerce systems based on ATG Dynamo/Java.

Previously managed a desktop engineering group within Infoseek started by the founder, to create a

new product. Managed engineering staff and developed operational systems for downloads of product. Contributed meta-search code to win32 application, and miscellaneous perl, tcsh and other scripts to ops systems.

- 1994-1996 **Web developer & Database administrator**, STI, Clemson University.  
Created new web technologies to allow government funded institute to provide services to state and local agencies. Improved response time for database queries to final output from 2 weeks to 5 minutes by implementing a web UI, database connection and automated scripts.
- 1989-1991 **System Administrator**, Lockwood Greene Engineers.  
Hired to administer internal network and email & Usenet servers for company. Established new policies and technology options for employee access to news and email. Administered Sun 386i server farm for network file-share, email, and internal DNS system.
- 1987-1989 **System Administrator**, Procter & Gamble.  
Administered internal email and Usenet servers for engineering department. Managed business relocation costs via spreadsheets during \$14MM relocation project of Crest manufacturing. Created CAD network, with high availability and failover protection. Instituted regular backup policy including offsite storage.

## EXPERTISE

- Content management systems (Day Communiqué, Vignette, Interwoven)
- Database architecture (Oracle, MySQL, PostgreSQL, SQL Server, MS Access)
- Search engines (Ultraseek/Inktomi, Verity, Lucene)
- Metrics gathering/analysis/reporting tools (Omniture, Webtrends, Hitbox, Sitescope, SEO/SEM analysis tools)
- Scripting & Prototyping (AJAX, PHP, JSP, Perl, Python, Shell – TCSH, BASH, Bourne)
- Operating Systems (OS X, Solaris 7-10, Linux Fedora Core 3-6, Win2k Server, WinXP)
- General IT experience (VoIP Phones, PC/Mac, security, remote access, email systems)
- Networking (Managed and unmanaged Cisco, Netgear, Bay Networks and other equipment)
- Server administration (Sun Sparc, Intel, PowerPC)
- Operational tools (data center management expertise)
- Certificated Pilot, since 1987. PP ASEL, AMEL, Rotorcraft, IFR.
- Technical advisor to several startups in the Silicon Valley, Nashville TN, Bethesda MD and NYC areas.