

# ERIC MCKINLAY

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## SENIOR SOFTWARE DEVELOPMENT MANAGER

*Complex System Design / Client and Server Applications / Internal Tools*

Energetic Development Manager with a 15+ year record of delivering quality software in a rapidly changing environment. Deep understanding of, and experience with, all phases of the software lifecycle. Outstanding ability to translate business and user needs into software features and to deliver these features. Exceptional ability to build and mentor teams in a way that is both challenging and fun. Adept at communicating and evangelizing complex technical concepts for audiences of all levels. Willing and able to perform hands-on development where needed.

### **Core competencies include:**

- Tools Design/Implementation
- Behavioral Ad Networks
- Content Management
- Windows App Programming
- MSSQL Database Design
- Presentation/Teaching
- Team Building and Mentoring
- Technical Leadership
- "Get it Done" attitude

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## PROFESSIONAL EXPERIENCE

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### DIRECTOR OF SOFTWARE DEVELOPMENT, 2000-2008

Claria Corporation, Redwood City, CA

*Claria is a leader in gathering and applying behavioral data to the delivery of online advertising and informational content.*

Created and led a team that developed an ad campaign management system that drove the delivery of tens of millions of ad impressions and content recommendations per day. Defined and implemented the core database used to maintain and track all campaigns. Developed a system to deliver behavioral tracking to more than 100M client desktops in a way that is both scalable and maintains end user control. Designed and implemented a behavioral ad server supporting "per user" ad optimization and targeting.

### **Selected Achievements:**

- ◆ **Campaign Management.** Personally designed, architected, and led the implementation of all aspects of the Campaign Management System. System supported 2500 concurrent advertisers and >34K messages. It was used on a daily basis by 75 users in eight different geographic locations. System directly supported revenue of >\$100MM annually.
- ◆ **Ad Serving.** Drove the definition and implementation of a behavioral ad targeting system delivering more than 10 million impressions per day. Implemented interfaces to two different ad optimizers.
- ◆ **Software Distribution Management.** Led the definition and implementation of a system for distributing ad supported applications to establish an installed base of clients with the ability to track user behavior. Included both tools for managing distribution campaigns as well as an engine to do the actual ad serving. Engine consistently handled more than 50 million hits per day.
- ◆ **Behavioral Content Platform.** Delivered a fully customizable version of the Axon behavioral targeting platform (including both Windows client and Linux server components). Client was delivered by a dozen partners and installed on well over 2 million desktops.
- ◆ **Ad Network Integration.** Integrated Claria category-based ad targeting into the RightMedia and DoubleClick ad networks.

*Continued...*

**SOFTWARE DEVELOPMENT MANAGER, 1999-2000**

Caere Corporation. – Los Gatos, CA

*Caere Corporation is a developer of document management solutions including OCR and scanner management.*

Led and contributed directly to a team investigating expansion of Caere offerings to the internet. This was the first serious investigation into how Caere could expand its offerings to the web.

**Selected Achievements:**

- ◆ Defined and implemented a prototype for a document repository that could easily be maintained by technically naive users. Repository held and displayed documents in over 50 formats.
- ◆ Drove the acceptance of the document repository by both peers and upper management.

**DIRECTOR OF OEM SOFTWARE DEVELOPMENT, 1997-1999  
SOFTWARE DEVELOPMENT MANAGER, 1996-1997**

Visioneer Inc. – Fremont, CA

*Visioneer Inc. is a developer of sheet-fed scanners and associated document management software.*

Managed a customization and localization group for PaperPort, Visioneer's flagship product. Group was responsible for delivering custom and/or localized products to major hardware manufacturers (Epson, Brother, Xerox, etc) as well as software partners (Intuit, MIDISoft, CCMail, etc).

**Selected Achievements:**

- ◆ Managed the localization of PaperPort for both OEM and branded products. Delivered three different versions of PaperPort in seven languages.
- ◆ Defined a flexible process for delivering OEM products. Process resulted in significant reduction of the effort required to deliver OEM products and greatly increased the repeatability of this process.
- ◆ Defined architecture for extending PaperPort using COM-based plug-ins.
- ◆ Led a development/marketing team in defining the market requirements for a web-based document management portal. Delivered a fully functional prototype including a portal management client and a server component.. Personally implemented the management client as well as significant portions of the server side code.

**SOFTWARE DEVELOPMENT MANAGER, 1995-1996**

Claris Corp. – Santa Clara, CA

*Claris is a developer of Windows and Mac software including FileMaker, Mac Draw and Impact..*

Manager of a team of 10 Claris engineers and 5 contractors. Charter of the team was to design and implement cross-platform graphics applications. Delivered a major cross platform release of ClarisImpact. Delivered the first ever release of ClarisDraw on Windows.

**INSTRUCTOR (Evenings), 1980-1997**

De Anza College and UC Santa Cruz Extension – Santa Clara, CA

Designed the curriculum and taught various courses in software design and programming. Consistently evaluated as outstanding (4.7 out of 5) by students.

**SOFTWARE DEVELOPMENT MANAGER, 1985-1995****HARDWARE DESIGN ENGINEER, 1979-1984**

Hewlett-Packard Company (various divisions) – Santa Clara, CA

Managed teams of 5-14 individuals including R&D, Marketing and QA personnel. Led the technical definition of projects including overall architecture and object framework. Invented an algorithm for deferred file transfer and synchronization between detached PCs. Work resulted in the granting of two patents. Successfully developed 6 top ranked engineers in the division along with one project manager. Designed and implemented the x86 processor and display subsystems for a high performance personal computers and terminals.

**VISITING PROFESSOR, 1984-1985**

Howard University – Washington, DC

Taught upper division and graduate courses in microprocessor systems design and computer architecture with an emphasis on hardware/software trade-offs. Outstanding evaluations by both students and other faculty members.

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**OTHER ACCOMPLISHMENTS**

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**Holder of two software patents (US 05754306 and US 06147773)****Invited speaker at Comdex****Boy Scout Volunteer Leader**

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**EDUCATION**

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**Master of Science (Computer Science), 1979 – University of Illinois****Bachelor of Science (Electrical Engineering), 1977 – California Institute of Technology****Bachelor of Arts (Physics), 1977 – Occidental College**