

## **Stuart James Penrose**

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### **What Interests Me**

I'm interested in hands-on leadership roles where I can use my team-building & engineering leadership skills to foster innovation & improve efficiency in a top-tier, customer-focused technology organization. The right role will play to my particular strengths:

- Understanding competitive landscapes
- Identifying strategic technical opportunities
- Launching innovative, multi-faceted technology efforts
- Responsibly managing & improving existing code/technology
- Building top-tier engineering departments
- Promoting an engineering brand
- Achieving new efficiencies through automation
- Using lean & agile/XP principles to focus resources on real customer needs

### **The Engineering Leader**

I am an experienced engineer with an eye for team-building, a flair for invention, a customer-focused conscience and zero-tolerance for waste & excuses. I thrive in environments where the best idea wins. I strive to build meritocracies, and I shield talent from bureaucracies. I am rarely satisfied with the status quo.

As project leader, I'm good at striking the right balance between time-to-market, internal quality, and product innovation.

As innovator, my inventions are guided by a passion for delighting users & driving growth.

As engineer, my approach is always to find the 'why' first, then find the simplest solution. I'm good at building code that stays relevant and effective in the face of change.

As team builder, I understand what drives and attracts engineering talent. And I have a knack for training & cultivating existing talent.

I'm self-motivated, I love what I do, and (I flatter myself) I'm good at it. And, I love my users!

### **What I've been doing lately**

I'm currently head of engineering for CJ Affiliate, the world leader in online affiliate marketing (a kind of ad tech), overseeing our agile, product-focused engineering teams across 3 SoCal locations. As such, I've been responsible for all aspects of hiring, budgeting, team structure, vision and team effectiveness.

My mandate has been to accelerate product innovation at CJ. Under my leadership, there has been a tremendous improvement in team focus, ownership and release-planning/estimation, greatly increasing CJ's ability to launch innovative products at scale and with predictability. This includes:

- Restructuring CJ's existing engineering teams, giving each team clear end-to-end (cross-functional) ownership of a customer-facing mission. This is coupled with a new emphasis on team-sized architecture (SOA/micro-services) and re-usable visual components.
- Consolidating the team from 4 to 3 locations (to a single time-zone, all offices within ~1 hour drive). This has simplified coordination among teams.
- Creation of "burninator", a didactic release plan visualization & prediction tool that enables better visibility into team release plans, status and direction. Inspired by "TeamStory".

## ***Open Source & Community Initiatives***

On the side, I have been involved in multiple community and open-source initiatives, including:

- HttpObjects (an http abstraction layer)
- TeamStory (a tool for storing & communicating agile backlogs)
- Etherboard (an online collaboration tool)
- CodeCraft meetup (founding organizer, <http://codecraftgroup.us>)
- JSHint Mojo (the #1 jshint maven module)
- Protocol (a tool for enforcing object protocols & function contracts in javascript)
- Scm-Conduit - a daemon for bridging decentralized build systems (git, bsr) to perform
- Paqman - a learning & proficiency management tool
- IQBuild - a next-generation, polyglot, fast-feedback, general purpose build system

I maintain links to my various public projects, online presences & public presentations/papers at [devstew.com](http://devstew.com)

## ***The Rest***

Of course, there's more to the story.

- 18 years as a professional in the I.T. Industry
- 16+ years professional programming experience
- 14+ years Java programming experience
- 14 years focus on J2EE & related development (EJB, Hibernate, JSF, RMI, Corba, Swing, etc)
- 13 years of team, technical and architectural leadership

**Familiar Protocols:** TCP/IP Suite, Http, Hessian, RMI, Corba, SMB, SSL/TLS, AFP, NFS, DNS, DHCP, LDAP, SMTP, SQL, IMAP, X11, RFB, Kerberos... much more

**Languages:** Scala, Java, Javascript, Clojure, Haskell, Groovy, Flex, XML, HTML, CSS, C, C++, PHP, Unix Shell scripting.

**Database Platforms:** NoSQL (Flat Files, Cassandra, MongoDB, BerkeleyDB, Voldemort), Oracle, MySQL, PostgreSQL, MS SQL Server, Lucene, Hadoop/Spark

**Application Platforms:** Containerless JVM, J2EE, Hadoop, Adobe Flex

**Operating Systems:** Linux, iOS, OSX, Android, NetBSD, Windows

## Employment

2015-Present CJ Affiliate, Director of Engineering

#1 Online Affiliate Marketing Network, Southern California

I lead CJ's engineering department. My teams are located in Westlake Village, Westwood, and Santa Barbara CA.

2010-2015 CJ Affiliate, Senior Software Engineer & Team Lead

#1 Online Affiliate Marketing Network, Westlake Villiage, CA

I was the technical and architectural lead for one of Commission Junction's cross-functional engineering teams. I also figured prominently in setting the architectural direction for the broader engineering department. I was been heavily involved in recruiting and the promotion of CJ's engineering brand. I on-boarded the majority of the new hires, and worked to protect & advance the cultural direction of the department.

Here are some of the many projects & initiatives was involved in at CJ:

- *App Engagement* (web->app tracking infrastructure, android & iOS SDKs, fuzzy-device correlation, developer portal, product launch & support)
- *Partner Tracking Platform* (white-box, turn-key affiliate network solution)
- *Deep Linking Tools & APIs* (bookmarklet & backend APIs for non-traditional publishers)
- *Continuous Deployment* (moving from a monthly deployment cycle to a fully-automated build/test/deploy pipeline)

In 2012 I was awarded the annual CJ Leadership award

2008-2010 Moss Computing Inc., Lead Software Engineer, Architect, Founding Partner  
Java ISV & Application Service Provider, Cleveland, TN

Responsible for all aspects of the design & implementation of a radical new loan origination and servicing application. Managed the maintenance of a legacy financial application. We were a small group of highly-skilled developers who leveraged agile methodologies and cutting-edge java technologies (NOSQL, binary wire protocols, etc) to consistently exceed our customers expectations of what is possible with respect to performance, usability, UI design, and accessibility.

2004-2008 CMAX/Cleveland Inc, Technical & Architectural Lead Developer  
J2EE ISV & Application Service Provider, Cleveland, TN

Hired to jump-start and rebuild the development team behind a mature J2EE financial product. Rebuilt the small software team from scratch. My development team and I purchased the company around December 2008, continuing as Moss Computing Inc.

2000-2004 Self Employed Consultant, Software Engineer, Network Administrator  
IT Services Firm, Bakersfield and Central Coast, CA

Prototyped and developed numerous software applications (Java, J2EE, SQL, PHP), provided network administration services and consulting services for small businesses. Notable development projects include: a custom object database, EJB based CAD Revision control system, and a custom event-driven MVC web application framework built on servlets/JSP.

7/00-11/00 Head In-House Technician

MacSuperstore, San Luis Obispo, CA

Responsible for diagnosis and repair of software and hardware issues under warranty and non-warranty contexts. Forced to leave prematurely due to bouncing paychecks.

12/98-5/00 Assistant Administrator

*Moody Bible Institute, Chicago IL*

Responsible for maintaining Macintosh systems in education and design departments. Developed custom student dial-in scripts. Setup multi-platform Linux file server (SMB & AFP protocols).

5/98-8/98 Employee, Apprentice Technician

*Megahertz Avionics, Bakersfield, CA*

Performed various shop duties, including pitot/static instrument certifications on light aircraft.