

Ohad Aloni's CV

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Online CV: <http://ohadresume.theora.com>

Software Developer, Architect, Team leader

Hands on

PHP, OOP, MVC, MySQL, Memcache, Redis, Linux, gcloud, JQuery, Smarty, C, vim, csh, git

Creator of high scalability back end systems

Software Hobbies:

Developer of the M Open Source PHP MVC Framework

Developer of free open source android apps (Java)

Developed a parallelism enabling micro kernel for Arduino (C++)

Education

Brown University Providence, RI

Masters degree in Computer Science - graduated with honors.

Tel Aviv University Tel-Aviv, ISRAEL

Bachelor of Science Degree in mathematics and Computer Science - graduated with honors.

Experience

2013-2017 Bidder (KeypointMedia/PLYmedia/Edge226)

Development of an RTB bidder spanning dozens of hardware endpoints in the google cloud. The bidder responds to more than 50,000 requests per second, within 20 milliseconds (each). It receives ad space traffic from RTB exchanges, matches it with campaign information in its database, and places bids to purchase the ad space. It learns the traffic by monitors its profit performance, thereby deciding the price of the bid. The bidder was first developed at Keypoint Media, a company to be acquired by PLYmedia. PLYmedia later transformed to become Edge226.

2011-2012 - Ironsource

Ironsource provides search engine assistance via a toolbar add-on installed with free software downloads. In charge of the development of the BI (Business Intelligence) back-end decision support system: Developed an internal framework layer atop the Kohana open source framework. Software Publishers statistics gathering and analysis. Search revenue data feed monitoring and reporting with graph software presentation. User value analysis and prediction.

2009-2011 - Whitesmoke

WhiteSmoke is a world-leading company in the field of English writing technologies, with a focus on products that enhance and correct grammar, spelling, and writing style. WhiteSmoke products are based on natural language processing (NLP) technology, featuring unique and patented artificial intelligence algorithms for text analysis.

Headed the design and development of the company's ERP infrastructure software and systems: Marketing campaigns. Affiliate network traffic tracking and back office system. Campaign oriented Shopping cart system. Customer Relationship Management (CRM) telemarketing. Online chat representatives sales system. Email marketing system. Sales data analysis and aggregate reporting.

2001-2009 - Freelance

Online freelance development and consulting. Major Clients: IPV Data Securities (Israel). Jewish Subject Exams at Testing and Training International (New York).

1999-2001 - Theora.com

Theora.com was a startup developing a Desktop-In-The-Cloud. Developed an integrated solution to enable seamless user access to cloud data objects. The software interfaces with Web browsers, cellular devices and handheld Internet devices.

1990-1999 - Software Engines

Software Engines develops an application generator called Software Engine. The software facilitate the creation of WEB applications. It is written in C. The company also provides outsource development using its product.

The product was first used by several Wall Street firms for the creation of decision support systems for trading desks at Lehman Brothers, Nomumra Securities and Salomon Brothers.

Articles about the product were published in Unix World and in Software Developer and Publishewr Magazine.

Over 1000 copies of Software Engine are sold to Ericsson Telecommunications, Italy division.

J.Crew's first shopping cart on the WEB is created using Software Engine as a joint semi-outsource effort between the two companies.

catalogfactory.com, a subdivision of the company, uses Software Engine to deliver a complete WEB hosted and managed shopping service for small/medium sized internet vendor.

1990-1990 - Objective Technologies

With the emergence of NeXT computer, Objective Technologies was a start-up company dedicated to delivering a set of foundation classes and applications in Objective-C. NeXT computer was a start-up hardware and solutions company founded by Steve Jobs.

1987-1990 - Wall Street

Lehman Brothers New York Software Consultant Development of a decision support trading system for the trading of fixed income securities, mortgages and commodities - and their futures and options derivatives.

Nomura Securities New York Software Consultant Development of the Sybase components of a decision support system for the trading of fixed income securities.