

James Reed

Principal Software Engineer/Architect

San Jose, CA

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A talented software engineer and architect with 25 years of software development experience at companies ranging from Fortune 500 to small start-ups, including 3 that resulted in acquisition. Over 16 years of experience developing in LAMP and global software implementation experience in countries throughout North America, Latin America, Europe and Asia Pacific, including over a year of living and working in Europe.

Authorized to work in the US for any employer

Work Experience

Principal Software Engineer

Ingram Micro Commerce & Lifecycle Services - Sunnyvale, CA

November 2015 to October 2019

- Responsible for continual improvement of the Shipwire platform (www.shipwire.com) built on LAMP.
- Developed integration with Magento 2 for importing orders and exporting inventory and shipping status using REST.
- Designed and built next generation APIs using the Lumen/Laravel framework on PHP 7.3 and MongoDB running inside containers and orchestrated via Kubernetes. Built a code generator to generate Lumen/Laravel code based on Open API Spec (OAS) YAML files.
- Migrated the Shipwire platform to Google Cloud Platform (GCP) resulting in higher performance, reliability and significant cost savings.

Senior Software Engineer

High Gear Media - Acquired by Internet Brands - Menlo Park, CA

August 2012 to November 2015

- Responsible for continual improvement and implementation of website features including the full stack, from server setup to backend database design to OO PHP backend controllers, model and service classes to front-end HTML, CSS and JavaScript. Technologies used include LAMP, Zend Framework, Laravel, PHPUnit, jQuery and SASS. The websites include www.thecarconnection.com, www.motorauthority.com and www.greencarreports.com.
- Built a system using LAMP to retrieve feeds of classified listings from 9 different providers, consolidate them, standardize the data across the feeds and distribute the consolidated database table of over 3 million classified listings across a pool of live production databases without any impact on performance of the live production site.
- Responsible for improving and maintaining a system that integrated with 9 different providers to submit leads for classified ads. The system was written in Java running on Tomcat and submitted leads using various technologies such as SOAP and REST using either XML or JSON.
- Built an email subscription system using LAMP that allows users to subscribe to news, classified listings and vehicle information updates. The system initially integrated with the Mandrill email transport service and was later switched to SendGrid to deliver nearly 1 million emails per month.
- Responsible for building out and maintaining pools of cloud servers running on Rackspace cloud. These servers were a mix of Ubuntu and RHEL/CentOS operating systems. Responsibilities included regular upgrades of software and applying security patches as well as performance optimization. This infrastructure resulted in an average response time of less than 200ms per request.

Software Architect

Magnet Systems, Inc - Palo Alto, CA

September 2010 to April 2012

- Led a team that developed a cloud-based SaaS sales productivity enhancement application designed for Sales Reps. The Web 2.0 version was written using LAMP and jQuery with heavy AJAX running on Amazon EC2 and S3. Native mobile apps for both iOS and Android platforms were built using the same LAMP backend.
- Built a public SOAP and REST API used for integrations with Salesforce.com, a native Outlook plugin, and mobile applications.
- Helped hire and manage a team of 6 engineers. Implemented Agile SCRUM using JIRA Agile.

Co-Founder/Principal Software Engineer

Develp LLC - San Jose, CA

March 2009 to December 2011

- Built a technology platform on LAMP using an MVC framework for quickly generating social networking and directory listing based websites. The platform contains essential social networking features (blogs, forums, photos, videos, surveys, classifieds, events and articles), with the ability for users to provide ratings and comments on everything. It has directory services to search for local business listings with ratings and reviews and allows businesses to post their own business listings for a subscription fee.
- Partnered with owners of premium domain names to build websites using the platform which has been used for 18 different premium domains including karate.com and tanning.com.

Development Team Lead

Tiny Prints - Acquired by Shutterfly - Sunnyvale, CA

May 2007 to March 2009

- Led a team that implemented a number of workflow enhancements to greatly improve the efficiency and accuracy of processing orders using LAMP. These included major enhancements to the custom-built order management tools and integrations with Adobe Illustrator using JavaScript for creating print ready files.
- Designed and built a patented order processing system using LAMP that can route orders to specific printing facilities based on product criteria, printing capabilities, capacities and geographical location. The system provides two-way communications between Tiny Prints and the printing facilities using REST and SOAP web services to send orders, track their current status, cancel orders and/or update order information prior to shipment. Implemented with 7 different printing facilities, including a facility in Europe.
- Implemented a LAMP based CRM support system for email and phone tracking based on Kayako Support Suite.
- Developed a LAMP based customer survey system that can email new and existing customers surveys based on current and past purchasing behaviors.

Senior Web Developer

Myers Internet - Acquired by MGIC - San Jose, CA

June 2004 to May 2007

- Developed a web-based portal for real estate and mortgage brokers using Linux, Apache, PHP and Oracle that allows brokers to generate and customize their own web presence. The system provides capabilities for lead generation, listing services, automated mortgage rates, online mortgage calculators, mortgage applications, email services, Search Engine Optimization, and other general web hosting capabilities tailored to the real estate and mortgage markets.
- Developed a web-based BackOffice system to be used internally by company administrators. Written in Java using Hibernate, Spring ORM, Struts MVC and JSP.
- Developed a web-based CRM and Loan Origination System (LOS). Written in Java using Hibernate, Spring ORM, Spring MVC, JSP and SiteMesh.

Senior Web Developer / Co-Founder

Fantasy IQ - San Jose, CA

October 2003 to August 2004

- Co-founded a social networking-oriented website around fantasy sports information, discussion and advice using Linux, Apache, PHP and MySQL. Site included message boards, chat, private messaging, RSS news feeds, and searchable/filterable NFL statistics.

Senior Technical CRM Lead (Contract)

Hitachi Data Systems Corporation - Santa Clara, CA

February 1998 to November 2002

- Customized, implemented and maintained a heavily customized Baan CRM desktop system. Chief architect in designing and building a custom configuration, pricing, quoting, and ordering module for high-end computer mainframes and storage systems, which interfaced with Oracle Financials.
- Pricing engine for both client-server and web-based CRM systems written in Oracle PL/SQL and Visual Basic using COM/DCOM.
- Led a team to transition Hitachi's IT department away from Electronic Data Systems (EDS) to an in-house IT department. This included hiring and training an in-house support and development team and defining coding standards and development guidelines. Oversaw the entire engineering process. • Chief architect of a Business to Business CRM Web Site for Hitachi's channel partners, built around the Baan Java Configurator. Led a team to develop and implement using ASP, DHTML, VBScript, JavaScript and Oracle PL/SQL running on Microsoft NT Server and Sun Solaris. Integrated with existing client/server CRM system. Included a series of reports created in ASP.
- Designed and built an XML interface between the B2B Web site and Sun Microsystem's back-end ordering system.

Senior Technical CRM Lead (Contract)

Hewlett Packard Financing - Mountain View, CA

September 1998 to August 2002

- Managed a development team to convert the Baan CRM system from 16-bit to 32-bit and designed and performed additional major customizations using Centura SQLWindows.
- Designed and built an interface from the CRM system to Microsoft Excel using Object Linking and
- Embedding (OLE) for formulating profitability measures.
- Designed and built interfaces from the CRM server database (Sybase) to HP's back-end leasing and invoicing system, as well as a real-time credit scoring system. All using SQL and Sybase Stored Procedures.
- Created a series of management reports using database stored procedures and Crystal Reports, and a series of client-side reports for sales and forecasting using Centura Reports.

Senior Developer

Centura/Gupta Software

May 2000 to August 2000

- Designed and developed a demo CRM system for wireless handheld devices using C/C++. Included COM servers written using Centura SQLWindows running through Centura's eSNApp 2.0 technology.
- Different versions of these applications were written to run on Palm OS, Windows CE, WAP/WML, HTML/DHTML, and Microsoft Windows.

Senior IT Consultant

Ernst & Young LLP - San Jose, CA

June 1995 to February 1998

- Led a development team in Europe to implement and customize the Baan desktop CRM system for Hewlett Packard's finance division. Chief architect of a custom configurator using Centura SQLWindows to prepare complex financial quotes and proposals.
- Led a development team to customize and implement the Baan desktop CRM system at Pacific Gas & Electric. Designed a customized Business Objects Universe and set of management reports using SQL and built a GUI interface to these reports from within the CRM system.

Education

Bachelor's in Business Administration and Computer Science

San Jose State University - San Jose, CA

Skills

Languages & Frameworks

LAMP (10+ years), PHP (10+ years), HTML (10+ years), JavaScript (10+ years), JQuery (5 years), CSS (5 years), SASS (2 years), AJAX (10+ years), PHPUnit (10+ years), MVC (10+ years), OOP (10+ years), Zend Framework (6 years), Laravel (2 years), Lumen (1 year), Open API Spec (OAS) (2 years), Swagger (2 years), Golang (2 years), Doctrine (3 years), REST (10+ years), SOAP (10+ years), Web Services (8 years), APIs (10+ years), XML (10+ years), Unit Testing (10+ years), Docker (3 years), Kubernetes (2 years), Java (5 years), JSP (2 years), Struts (2 years), Hibernate (2 years), Spring (2 years), Junit (2 years), Ant (5 years), Python (<1 year), Django (<1 year)

Other

MySQL (10+ years), MongoDB (2 years), Memcached (4 years), Redis (4 years), APC (5 years), Varnish (1 year), Git (10+ years), Subversion (5 years), Oracle (8 years), Oracle PL/SQL (5 years), Sybase (2 years), Agile (8 years), Test Driven Development (8 years), Google Cloud Platform (GCP) (2 years), Amazon Web Services (2 years), Azure (1 year), Linux - RHEL/CentOS & Ubuntu (10+ years), FreeBSD (2 years), Microsoft Windows (10+ years), SaaS (10+ years), Jenkins (8 years)

Certifications

Cloud Architecture with Google Cloud - [Certificate](#)

March 2020 to Present

- Google Cloud Platform Fundamentals: Core Infrastructure
- Essential Google Cloud Infrastructure: Foundation
- Essential Google Cloud Infrastructure: Core Services
- Elastic Google Cloud Infrastructure: Scaling and Automation
- Reliable Google Cloud Infrastructure: Design and Process