

Chad Norwood

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He / Him

Objective

High energy, hands-on leader seeking a senior leadership role at a technology company.

Career Summary

Over 20 years experience as software engineer and over 8 years as manager and director. Passionate about ensuring business is heading in the right direction, efficiently delivering quality work of my teams, and enabling engineers to be the best they can be.

Worn many hats prior to management, such as programmer/developer/coder, QA, architect, operations, team lead, documenter, and technical project manager. Focused primarily on full stack internet coding, design, databases, microservices, devops, and related infrastructure, from prototypes to very large scale.

Experience

Director Of Engineering @ **Engine Media Group, EMX**, Chicago, IL. 11/2017 - 7/2022

Digital Advertising company, tech-enabled, data-driven, solving the business challenges of marketers, agencies, and publishers. EMX is the fully owned technology that powers Big Village's [programmatic advertising](#) business

- 2020-2022 Worked directly with SVP of Engineering on solving difficult challenges, such as improving architecture, troubleshooting complex system issues, improving agile processes, mentoring engineers, and collaborating with other directors. Our high performance ad system was based in AWS and handled over a million QPS spread across multiple data centers and continents.
- 2017-2020 Owned development and operations for Baliho, a cloud-based local marketing platform that enables clients to manage ads and local websites across thousands of locations. Used dozens of AWS cloud services written mostly in Python and Javascript. Managed team, including project resourcing, interviewing, hiring, firing, and career growth. Transitioned everything to offshore team in 2020.

Software Engineering Manager @ **Opticsplanet, aka Ecentria**, Chicago, IL. 5/2013 - 4/2017

E-commerce and technology company

- As manager responsible for 2 cross-functional teams, 11-14 people, including quality of features and code, scheduling and meeting deadlines, hiring and firing, annual reviews and budgeting.
- Interviewed hundreds of candidates, hired and onboarded 15 over 3+ years.
- Strong believer in empowering teams by promoting individual career growth, transparency of work, and team collaboration.
- Promoted agile lean and kanban methodologies, defined and evolved roles and guidelines, and acted as Scrum Master on both teams.
- Collaborated with business and management on direction, architecture, scheduling, delivery, and maintenance of project work.
- Continued reviewing all code by my teams as well as writing code for various side projects, such as prototyping technical solutions, customizing atlassian products, and enabling visualization of work.

Senior Developer @ **Critical Mass**, Chicago, IL. 3/2010 - 5/2012

Digital Advertising Agency providing Marketing, Strategy, Branding, Creative, Technical, Analytics.

- As senior developer worked with clients and internal teams to architect, build, deploy, and maintain code for websites. Supported desktop, mobile (iPhone, Android), and tablets (iPad).
- Led CM in implementing Test and Target framework from Adobe (Omniure). Improved use of Adobe Sitecatalyst in several areas.
- Clients worked with include United Airlines, USAA, TE Connectivity, Nissan/Infinity, Auto Trader, Moen, and Budweiser.

Lead Architect @ **MidVentures**, Chicago, IL. 2/2009 - 10/2009

Web 2.0 company providing leading-edge software, design, marketing, and venture funding solutions

Internet Engineer @ **Yahoo**, Sunnyvale, CA. 8/2003 - 4/2006

Joined Yahoo search engineering at 30 people, grew to 600+ during my tenure due to switch from using google to Yahoo for search results.

- **My Web 2.0** - Was the lead front-end engineer on [myweb2](#), an online social and tagging based bookmark system. Sold team and management on new features and improvements, managed other front-end engineers, coordinated

with designers, product managers, and backend engineers. Worked in PHP/Apache/FreeBSD, cvs, and twiki

- **Video Search** - Designed and wrote the front-end code.
- **YTester** - Designed, wrote, and maintained an automated testing system for web search and related verticals, written in perl. Taught YTester in Bangalore, India.

Software Artist @ Cloudmark, San Francisco, CA. 4/2002 - 9/2002

Anti-spam email startup company. Designed, wrote, tested and maintained the client code for [Vipul's Razor 2.0](#)

Software Engineer @ Critical Path, San Francisco, CA. 7/1998 - 9/2001

Email hosting startup company. Was 56th employee hired, raised \$42 million in 1998 before IPO. Company peaked at over 1,000 people during my tenure.

- **Platform Architect** - Collaborated on platform for hosted services, including 100,000+ virtual domains, 10 million users, email (pop/imap/smtp/webmail), calendar, addressbook, and directory services.
- **Locator** - Designed, wrote, and QA tested a 'Locator' server using LDAP/GDS.
- **Brightmail** - Integrated [Brightmail](#)'s virus and spam checking libraries + tools into CP architecture.
- **SSL/Security** - Served as architect, programmer, tester, and liaison to Verisign in implementing an automatic SSL certificate issuing system.

Engineer @ Intel, Santa Clara, CA. 7/1995-6/1998

Began as a Graduate Rotation Engineer, a leadership program for recent university graduates

- Ported C code to work in a proprietary Windows 95/98/NT4 NDIS kernel mode driver for ATM (Asynchronous Transfer Mode) network card.
- **Maintained a Demo Room and lab** - Presented demonstrations to internal and external audiences. Responsible for selecting, ordering, and configuring network components (switches, routers, analyzers), and PCs
- **Web site Administrator** - Created two websites, one written in perl/linux, second used Frontpage, Word, Powerpoint on NT.

Engineer Intern @ IBM, 1992 - 1993 Prototyped IEEE standard 802.5 Source Routing in 1993 in NC, Simulated Token-Ring network in 1992 in VA.

Independent Consultant, 1999 - present

- **Bureau of Trade** (2012) - As software architect, Designed and built a JSON API server in node using mongo db backend, deployed on heroku, to house all product and curated data. Built admin website for API using twitter bootstrap. Built a simple mobile web app, serving static html/css/js using backbone.js framework, where browser fetches data from JSON API server.
- **Various Web Clients** - Improved web presence, from global interactive ad agencies to small local organizations. Adapted to needs - architecting solutions, hiring and interviewing teams, documenting procedures, writing code, and fixing bugs.
- **MP3Find.pm** (2002) - Designed and wrote Apache+Mod_Perl utility for creating MP3 playlists over the Internet which can be used for Audio CD burning software and other various MP3 players [[more](#)]
- **Event Producer** - Promoted, coordinated and administered 15+ non-profit events, the biggest of which generated \$20,000 gross, with over 1,000 attendees..

Technical Summary

Languages: Javascript (browser and server-side), Python, PHP, Perl, HTML/CSS/SASS, ruby, bash, C, C++, Java

Cloud: Amazon Web Services/AWS: Lambda, SWF, EC2, S3, Elastic Beanstalk, Redshift, IAM, Cloudtrail, Cloudwatch, Elastic Kubernetes Service (EKS), Route 53 (DNS)

Development: [AngularJS](#), [Symfony](#), Twitter Bootstrap, RabbitMQ, Heroku

Community: [github](#), [CPAN author](#), [Sourceforge project admin](#), [Greasemonkey](#)

Servers: [Node.js](#), [ElasticSearch](#), [Nginx](#), [Apache](#), [Bind](#), [Dents](#), [Sendmail](#), [Exim](#), [PerLDAP](#)

Databases: PostgreSQL, MongoDB (nosql), MySQL, Oracle

Tools: Atlassian suite (bitbucket, jira, confluence, bamboo), git, svn, cvs; sublime, phpstorm, eclipse; trac

OS: Mac OS X; Linux: Ubuntu, Debian, Red Hat; Solaris; FreeBSD; Windows 10/8/XP/2000/98/95/NT

Education

B.S. Computer Engineering, minor Computer Science, Graduated 1995 from Virginia Tech
750 GMAT Score, November 2008

Personal

US Citizen. Enjoy biking, climbing, running, snowboarding, camping, hiking, backpacking, traveling, photography, cooking, music, burningman, education, leading tech, founding member of the Homebrew Club of Virginia Tech, and Eagle Scout.