

# Samuel Greenfield

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Expert technologist with over ten years of experience working with engineers and customers in project management, support, and development seeks management or senior-level engineering position.

## EXPERIENCE

Manager of Analysis and Planning	2006-present	Time Inc.
Manager of System Development	2004-2006	<i>Sports Illustrated</i> ; Time Inc.
Senior Systems Engineer	2001-2004	<i>Sports Illustrated</i> ; Time Inc.
System Developer	1999-2001	<i>Sports Illustrated</i> ; Time Inc.
Operations Administrator	1995-1999	<i>Sports Illustrated</i> ; Time Inc.
Freelance Programmer	1995	<i>Entertainment Weekly</i> ; Time Inc.
Student Programmer	1992-1995	Software Management; Carnegie Mellon University

## PROFESSIONAL HIGHLIGHTS

- Developed the Online Photo Upload System for Sports Illustrated (SI) in 2007. This application allows photographers to quickly download the contents of digital cards, rename images so that they are globally unique, caption images, and transmit medium resolution version of images to editors in New York City.
  - Refactored existing Visual Basic .NET application for disconnected use and improved performance
  - Created Perl scripts to generate captions from Oracle database and email them as XMP attachments
  - Wrote multi-tier applications to process application registration information through corporate firewalls
- Provided ongoing support for Time Inc.'s WoodWing systems since 2006. Selected issues encountered during the deployment of WoodWing include:
  - Educating fellow technologists regarding SSL public certificates for Adobe InDesign and InCopy clients
  - Developing disaster recovery replication strategies to minimize hardware costs while ensuring reliability
  - Testing disaster recovery infrastructure to make sure that all components work correctly
  - Resolving performance issues with SQL queries (Oracle)
  - Vetting PHP code provided by vendor to ensure proper development of requested features
- Supervised team of 25 engineers implementing a pilot system for Time Inc.'s editorial system in 2006. The pilot system implements a multi-tier architecture with F5 load balancers, Solaris clusters, Apache, Oracle RAC, SOAP, and multicast.
  - Led technical teams responsible for: database, monitoring, server systems, disaster recovery, networking, security
  - Managed communication between engineers, user representatives, and editorial system vendor
  - Documented system architecture and implementation
  - Drove creation of support level agreements
  - Supervised third-party vendor in creation of load test plan
  - Evaluated seven editorial systems requiring site trips to international vendors
- Improved productivity of SI by developing applications to manage digital photos and assignments. The applications have been in continuous use since 2004 to process over 20,000 digital photos weekly.
  - Created desktop software in Visual Basic .NET
  - Developed web-based assignment tracking software in Java
  - Reduced staff requirements by eight people between the 2004 Athens Olympics and the 2000 Olympics
- Managed staff and developed software to support the production of a daily during the 2002 Salt Lake City Olympics.
  - Managed staff of three to provide support for a staff of over 100
  - Engaged vendors to arrange for loan of hardware
- Created and configured software for SI at the NCAA College Basketball National Championship (Final Four) to capture images directly from cameras attached to networked laptops. The software has undergone three major release cycles and was modified to become the kernel of other SI applications
  - Developed initial systems in Perl in 2002
  - Rolled current functionality into Visual Basic .NET application

- Developed web-based invoice-submission system for photographers in 2002.
  - Enabled photographers to maintain their own contact information
  - Designed multi-tier architecture to work through corporate firewalls and DMZ hosts
  - Developed system in Java, SOAP, and Oracle
- In 2001, redesigned workflows and developed software to allow SI to send pages to press several hours earlier. The same workflow and software was deployed to Entertainment Weekly (EW) in 2006; they were subsequently able to reduce their headcount by six and eliminate missed deadlines.
  - Developed software in Java to provide a seamless front end to existing SI systems:
    - MediaServer from the Software Construction Company
    - WebNative from Xinet
    - Custom assignment software (PL/SQL and Oracle)
- Primary system administrator for SI's and EW's imaging server. This system was first deployed in 1997. It was last replaced in 2002 with two Sun Enterprise 3800s connected to a pair of Sun A5200 fibrechannel disk arrays.
  - Experienced n significant unplanned downtime during system lifetime
  - Configured active/passive cluster using Veritas Cluster
  - Provided fully redundant storage using Veritas Volume Manager
  - Replicated critical data offsite using rsync
- Lectured on digital photography management at schools and companies, including Microsoft and Carnegie Mellon
- Discussed future of digital photography at 2005 PhotoPlus Expo panel discussion

## EDUCATION

B.S., Math/Computer Science, Carnegie Mellon University, Pittsburgh, Pennsylvania, 1995

## TECHNICAL SKILLS

*Operating Systems:* Sun Solaris (Veritas Cluster and Volume Manager), Microsoft Windows, Apple Mac OS, Linux

*Programming:* Java (JDBC, JSP, Hibernate, Struts), Visual Basic .NET, C, Perl

*Databases:* Oracle (PL/SQL), Microsoft SQL Server (T-SQL), MySQL

*Technologies:* HTTP (Apache, Microsoft IIS), SSL, SOAP, HTML, XML, XMP, IPTC captions, DNS, Revision Control (CVS, SVN), AFS, OPI, shell scripts (sh, csh, Windows batch), database concepts (i.e. normal form, ACID, relational integrity)

*Publishing:* Adobe Creative Suite (PhotoShop, InDesign), QuarkXPress, SCC MediaServer, Xinet FullPress

*Editorial Workflow:* Quark Publishing System (Modulo), SoftCare K4, WoodWing SCE