Brad Balfour

Senior Software Engineer

11520 Hornfair Court
Potomac, MD 20854
301/802-5414
brad@bbalfour.com
www.bbalfour.com/resume
www.linkedin.com/in/bradbalfour

The Bottom Line

Focused on Web development and Internet technologies. 30 years experience in computer software development, architecture and object-oriented design.

Skills

PHP, MySQL, HTML/HTML5, CSS, JavaScript, jQuery, JSON, Git, Subversion, Eclipse, LAMP, AJAX, Linux/Unix, Apache, REST APIs, Jira, Crucible, Wordpress, Lightroom, Photoshop, SEO, Social Media Marketing, Public Speaking and Training.

Experience

Web Engineer, Bscopes, Inc. — 2005 - Present

Entrepreneur / Co-founder of pioneering SaaS web application. Bscopes is a Web 2.0 application to cut through the clutter of too many RSS feeds in your newsreader. It scores and visualizes your set of blog topics to allow you to find your hottest feeds.

Invented multiple new approaches to organizing, measuring, scoring and reading blogs and 100K+ RSS feeds. Emphasis on fighting information overload, allowing more news consumption.

Custom development of front and back end of SaaS web application using PHP, jQuery/Javascript, HTML/HTML5, MySQL, Linux, Apache, AJAX and JSON, Subversion, etc. Included full commerce integration to two different payment backend systems.

Advanced REST API integration for services including Twitter (Tweeting updates on a regular basis), Mailchimp (automated signup and autoresponder based on SaaS signup) and Magpie (RSS feed parsing).

Created companion Wordpress blog and full social media integration to support marketing Bscopes. Invented technologies for automatically Integrated multiple social platforms into single update source. Key to scaling was to automate and eliminate labor intensive social activities. Complete setup of multiple new dynamic websites based Wordpress. Customization of site and creation of both dynamic and static pages. Integration of external sites and systems.

To meet sub-second front-end interactivity requirements, benchmarked system and rewrote front and back ends to include client-side and server-side improvements. Revised MySQL queries to optimize performance for large RSS data sets and user interactivity.

Designed (and re-designed) the SaaS architecture to deliver consistent performance at scale.

Pivoted technical and marketing directions multiple times to adapt to the market demands as part of agile software development & lean startup approach. Adapted and refined it for two-person, nights and weekends, software application development. Google Analytics and Adwords campaigns used as input data to identify & optimize the new target market.

Evaluated and adopted continually evolving web technologies. For example, rewrote initial application to add jQuery and client-side rich user interaction as the technology evolved.

Continuous deployment approach using a Linux configuration, hosting and deployment for software development, staging and production servers with automated tool support.

Determined (and revised) SEO approaches to ensure that site ranked for no only our main concepts, but for long-tail searches for content derived from the RSS feeds presented by the Bscopes site.

Integration and refinement of both words & imagery to support the branding and marketing. Use tools such as Photoshop and Wordpress to customize and present the concepts.

Web Engineer, Co-Founder, Memorable Montages — 2013 - Present

Providing customized event slideshow and montages with an emphasis on making sure that the audience has an positive emotional connection and response to the montage.

Senior Software Engineer at Advanced Micro Tech — 2004 - Present

Software design & architecture at Lockheed Martin on ERAM: FAA Air Traffic Control update.

Large scale team based software development. Team of hundreds of developers building large-scale distributed server applications deployed at each FAA Enroute Air Traffic Control Center nationwide. Emphasis on modifiable and maintainable object-oriented code.

Introduced the use of Eclipse, Git, Jira, and Crucible to both the Flight Data subsystem team and to the S1P2 prototype team.

Remote team development and coordination in International team. Remote team code reviews plus design and code discussions. Telecommuting and support technologies. Tool evaluation and selection. Majority of the team is geographically distributed across the US.

Director, Technology Services at Objective Interface Systems — 1997 - 2004

Promoted to multiple, key, positions in growing startup company.

Product Manager directly responsible for evolution of new product to be dominant in highly competitive fragmented market. Increased sales eight (8) fold. Compensation was based on product revenue and growth.

Defined web presence and led web redesign. Included first user forum for customer to customer interactions. Included pre-blog dynamic updates to website via early content management system (CMS).

Introduced product management process. Created product evolution descriptions based on external & internal coordination.

Evaluated and defined software support tool strategy including customer service, help desk, triage, workflow, etc.

Responsible for competitive strategy and market analysis. Created materials for sales and pre-sales technical support.

Group Leader at CACI, Inc. — 1992 - 1997

Created first, early, websites for several organizations. All hand coded in original HTML. Was initial webmaster for multiple projects. Supported all early internet technologies including WWW, usenet, gopher, ftp etc. Created Java applet and distributed web application prototype.

Grew contracts and team to over 12 folks with more than 6 simultaneous projects while managing the team and hiring developers.

Published and delivered papers at many conferences

Software Engineer at EVB Software Engineering, Inc. — 1984 - 1992

Developed over 520,000 LOC reusable components library product as part of a three-person team. Maintained product, set product pricing, supported legal and licensing issues, and conducted pre and post-sale technical support as Product Manager.

Responsible for the evolution and growth of EVB's OOD method, including associated training and mentoring, as OOD product manager starting in 1989. Expanded method to cover areas such as Software QA, testing, requirements analysis and specification.

Created and presented courses including: Object-Oriented Development, Software Engineering, Software Reuse, Testing, and Programming to over 1000 engineers in seven years. Consulted to multiple projects on Software Engineering technology. Published and delivered papers at many conferences.

Education

University of Maryland, College Park. Bachelor of Science in Computer Science. 1980-1984

11520 Hornfair Court
Potomac, MD 20854
301/802-5414
brad@bbalfour.com
www.bbalfour.com/resume
www.linkedin.com/in/bradbalfour