

# Clay Webster

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## Summary

Senior tech leader who creates highly-scalable innovative systems in the healthcare, marketing, event, and media industries. Expert in startups, software architectures, agile development, CMSs, video, security, privacy, DevOps, AWS, and building diverse collaborative teams.

## Experience

**Unite Us**, New York NY (Remote/Hybrid)

*VP of Engineering*, Jul 2022 - Feb 2024

- Built strong teams, organization, tech culture, and an on-call “lifeguard” program.
- Helped 33M people receive social care from over 1.4M services via screenings, automatic resource sharing, after-visit summaries, closed loop referrals, smart matching, and customer-branded resource directories.
- Spearheaded engineering for the company’s largest strategic initiative, the successful feature integration and customer migration of an acquired competitor, involving 100+ dev & product contributors across many domains.
- Led SaaS application development and tech-ops for these domains: Search & Smart Matching, Resource Directory, Platform Infrastructure, external APIs, Tools, DevOps, SecOps, and IT.

**Buzzcast**, Los Angeles CA (Remote)

*Chief Technology Officer*, Nov 2020 - Jul 2022

- Engineered and delivered an enterprise-scale premium virtual events SaaS platform using serverless single-tenant architecture with React, Python, GraphQL, AppSync, and other AWS services.
- Implemented real-time data analytics and live fully dynamic content management system (CMS) for multi-track, multi-day event content and live event video HLS streaming with auto-captioning.

**Vivoom**, Flemington NJ and Boston MA

*Chief Technology Officer and Co-Founder*, Feb 2014 - Aug 2020

- Co-founded and led SaaS platform server and mobile development focused on peer marketing using rewards and cleverly branded user videos serving global brands.
- Built the teams, organization, standards, and wore every hat.
- The product had a market-leading visual effects engine, including ML/Dlib face calibration, a mobile web app generator and CMS, video dashboard, first-party data, conversion analytics, and an attribution reward system.
- Designed cloud-based architecture to ensure data privacy compliance (GDPR, COPPA, CCPA) brand safety.
- Awarded several patents.

**CBS Interactive**, Bridgewater NJ

*Associate VP of Engineering*, Aug 2008 - Jan 2014

- Led online video engineering for players and transcoding at 2x scale every nine months.
- Chaired open source use, privacy-by-design development, and the speed council.
- Led platform teams building a new CMS and real-time data analytics system.
- Responsible for creating the high performance infrastructure software and services used by 15 CBS business units and 100M+ users.

**Seton Hall University**, South Orange NJ

*Guest Adjunct Instructor*, Sep 1998 - May 2000

- Computer science graduate course lectures and lab assignments.
- Protocols, markup, e-commerce, Javascript, authentication, and architecting scalable high-transaction websites

**CNET**, Watchung NJ and San Francisco CA (Remote)

*Webmaster, Senior Software Engineer, Director, AVP of Engineering*, Aug 1995 - Aug 2008

- Multiple roles and responsibilities spanning full stack application dev, DevOps, and leadership.
- Developed the second and third websites, Shareware.com and Download.com.
- Led a team of superstars improving speed by over 50% using distributed monitoring, a performance lab, SDLC changes, and scorecards.
- Created and open-sourced Solr which disrupted a \$2B enterprise search industry.

## Skills

### Engineering Leadership Skills

- Team building, hiring, active mentoring, career development, organization restructuring, internship programs, onboarding, tech culture, engineering initiatives, and continuous improvement.
- Transparent communication, DEIB, collaboration, accountability, and delegation.
- Strategic planning, goals, tripwire KPIs, reviews, cross-company initiatives, data-driven decision making, EOS model, and DORA metrics.
- Agile software development, product development, SDLC, PDLC, project management, timelines, SET, QA, UAT planning, on-time delivery of product roadmaps.
- Scalability, technical architectures, design reviews, infrastructure as code.
- Incident response processes, troubleshooting, monitoring and alerting, improved MTTD/MTTR, KLTO activities, performance measurement, postmortems, SREs, DevOps, SecOps, runbooks, and risk management.
- Compliance policy and process documentation, RFPs, open source use and contribution, privacy-by-design, patent defense and authoring.
- Customer-focused B2B, mobile B2C development, SaaS platform development, API integrations.
- Information technology, provisioning, network architectures, MDM, negotiation, budgeting, cost reductions, and vendor management.

### Software Platforms and Services

- AWS, Azure, GCP, and on-prem/hosted
- Route53, GoDaddy, ACM, certbot, Cloudfront, Akamai, Fastly, S3, AMIs, WAF, VPCs, ALBs, EBS, SES, Sendgrid, Twilio, SQS, Launchdarkly, Lambda, AppSync, Google translate, AWS translate, Squid, Varnish, Weblogic, Resin, Tomcat, Apache httpd, Nginx
- CloudWatch, CloudTrail, GuardDuty, IAM, Cognito, CloudFormation, Terraform, seed.run, Kubernetes, Docker, Vagrant, Jenkins, Selenium, Github actions, Git, JIRA, Pagerduty
- RDS, MySQL, Postgres, Memcache (Elasticache), Redis, DynamoDB, MongoDB (DocumentDB), Cassandra, Couchbase, Oracle, Sybase, Informix, Solr, and Elasticsearch (Opensearch)
- Kinesis, DOMO BI and analytics, Oracle, Google Analytics, Mixpanel, Pendo, Datadog
- MediaLive, Zoom SDK, WebRTC, OBS, Sapphire, ffmpeg
- OpenAI API, Dlib Machine Learning, OpenCV, diffusion models/LoRAs/inversions, procgen
- EC2, AMIs, Docker, Linux
- G-Suite, CRMs

### Languages and Frameworks

- Python, BOTO3, Javascript, React, Angular, jQuery, Ruby, Ruby on Rails, SQL, stored procedures, HTML, CSS, Bootstrap, PHP, Symfony2, PERL, Lua, Tcl
- C, C++, Java, JSP, Obj-C, OpenCV, Dlib
- Lisp, PostScript, M-Lisp, VBscript, 4GLs, Pascal, Smalltalk, Prolog, BASICs, Bourne Shell, C-Shell, regular expressions, Haxe, and other extension languages

### Specifications

- TCP/IP, HTTP, SSL, REST APIs, JSON, XML, GraphQL, HL7, FHIR
- DNS, NFS, SFTP, SMTP, SPF, DKIM
- HLS, M3U8, closed captioning, 608/708 subtitling, RTMP, MP4
- HiTRUST, SOC2, ISO27001, GDPR, CCPA, COPPA, HIPAA, sensitivity

## Education

**Rutgers College, Rutgers University**, New Brunswick NJ

*B.S. in Computer Science*

- Independent studies in Visual Arts and Psychology.
- Concentrations in VR and AI.

**Rutgers College, Rutgers University**, New Brunswick NJ

*Independent Study Projects*

- *University of Illinois*, Received a grant from the National Center for Supercomputer Applications (NCSA) to experiment with stereographic rayshading as a virtual reality method.
- *Rutgers University Psychology Department*, Researched multilayer temporally-compressed neural networks as part of a speech recognition system.
- *Mason Gross College*, Designed and built PostScript typefaces.
- *Mason Gross College*, Wrote a scripting language and driver for Sony laserdiscs to power an immersive photography exhibit.
- *Rutgers University Computer Science Department*, Security & Pentest of Berkeley UNIX.
- *Mason Gross College*, Collaborated on a NYC Museum of Contemporary Art exhibit consisting of an audio-visual bust animation with motion detector controls.

## Patents

- *Seamless Augmented User-Generated Content for Broadcast Media*, Granted US-10652632 5/12/2020, Continuation 2020/0236445 7/23/2020
- *Platform Content Moderation*, Granted US-10163134 12/25/2018
- *Multimedia Aggregation Technique Based on RSS Feeds (Bricks)*, Granted US-9509548 11/29/2016
- *Targeting Offers To Users Of A Web Site (Onsight)*, Applied 13/023387, 2/8/2011
- *Monitoring Use Of Tracking Objects On A Network Property (Sentry)*, Applied 13/028231 2/16/2011
- *Sharing Presets & Network Rendering*, Defended two patents in Vivoom portfolio: US-8667016 & US-8935611
- *Media Player Security & Streaming Segmentation*, Managed the staff of two CBS patents: US9215065B2 & US-8583818B2

## Technology Associations

- *WebMonsters*, Chair of Membership Committee, Regular Member, 1996-Present
- *TechHunterdon Meetup*, Member, Leader, 2017-Present
- *Interactive Advertising Bureau (IAB) Working Group on UGC for Advertising*, Co-chair, 2018-2019
- *Ops Underground*, Member, 2013-2017
- *Online Authorization Technical Committee (OATC)*, Member, 2012-2013
- *Online Publishers Association (OPA)*, Member and Speaker, 2006-2013
- *World Wide Web Consortium (W3C) Tracking Protection Working Group*, Member, 2011-2012
- *Apache Software Foundation (ASF)*, Contributor, 1998-2008
- *Akamai Technologies*, Customer Advisory Board Member, 2000-2002