

# 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

### **New York Post**, New York NY (Hybrid)

*VP of Engineering, Products and Platforms*, May 2024 - Present

- Leading the product engineering team, setting the strategic technical direction for web and mobile products and platforms. Architecture, development, roadmaps, for the CMS, subscriptions, events, and video for NYPost.com, Decider, and Page Six.

### **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.

### **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