

ERIC GOLDSMITH

www.ericgoldsmith.com • 614-507-2169 • eric@ericgoldsmith.com

Technology leader with extensive experience in all facets of product development and operational engineering. A strong analyst and communicator with cross-organizational impact. Recognized Web Performance industry expert and public speaker.

Professional Experience

2003 AOL Inc (America Online) – Columbus, OH
– Present **Operations Architect** 2007 – Present
Technical architect for company-wide Web performance program. Drove cross-organization and cross-company initiatives.

- Led efforts to expand functionality of internal tools and reporting to support company-wide performance measurement & reporting
- Developed and introduced new visualization techniques to help make performance data accessible to wider audiences
- Championed adoption of a more complete customer-centric view of product performance and availability
- Developed methods for correlating *operational* performance metrics and *business* usage metrics, to help quantify the impact of the former on the latter
- Provided performance analysis training and mentoring across organizations within AOL and Time Warner
- Established relationships at peer companies to help build Web performance community
- Co-leader of Interactive Advertising Bureau working group for ad load performance
- Regular speaker at O'Reilly Velocity and CMG conferences
- Founding member of the Web Performance Consortium (webperfcon.org)

Principal Systems Analyst 2005 – 2007
Provided technical leadership for company-wide performance analysis team. Performed high-value analysis and guidance to improve the competitiveness of AOL Web sites.

- Led efforts to quantify and track the customer view of performance for top Web sites
- Regularly presented performance analysis throughout the organization to drive awareness and improvement
- Developed unique visualization techniques to quantify geographic performance disparities
- Led efforts to identify and mitigate the impact of advertising to product performance
- Worked with tool providers (internal and 3rd-party) to develop methods for measuring performance of Rich Internet Applications
- Invited member of Keynote Systems' Customer Advisory Board

Senior Systems Analyst 2003 – 2005
Designed and developed performance measurement tools and techniques. Championed product performance throughout the company.

- Key member of AOL Performance Task Force charged with integrating product performance into the product design and development process
- Defined data collection, storage and reporting systems to support automated and self-service access to product performance information
- Developed subject matter expertise with Gomez and Keynote performance analysis products

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- 2002 **Aurum IT – Columbus, OH Senior Engineer, Project Lead**
– 2003 **Goldsmith Technologies – Columbus, OH Owner**
Provided IT outsourcing to small and medium-sized businesses.
- Led engineering efforts for multiple clients – directed activities of engineers and help desk personnel
 - Network engineering (Cisco, HP, 3Com) and Windows server/domain management
 - Planned and coordinated relocation of 100+ server data center – service restoration in less than 24 hours
 - Developed and deployed VPN-based remote access and management of client sites
- 1999 **SmartPipes Inc. – Dublin, OH**
– 2002 **Senior R & D Engineer, Project Lead**
Designed and developed router-based managed VPN services.
- Developed DSL-based Windows2000 VPN server – product success yielded company funding
 - Led development of router health monitoring and reporting system built on HP OpenView
 - Directed testing, evaluation and selection of datacenter server load-balancing solution
 - Performed cooperative and competitive product analysis. Responded to customer RFI/RFPs
 - Participated in security and policy related IETF working groups
- 1998 **UUNET Technologies Inc. – Hilliard, OH**
– 1999 **Lead Product Engineer**
Developed remote network access products
- 1996 **Applied Innovation Inc. – Dublin, OH**
– 1998 **Senior Systems Engineer**
Developed Internet access products for the telecom industry
- 1993 **CompuServe Inc. – Columbus, OH**
– 1996 **Systems Analyst**
Developed systems management tools
- 1991 **MS Gerber & Associates – Columbus, OH**
– 1993 **Application Developer**
Developed decision support software for the energy industry

Education

- 1993 **Bachelor of Science in Computer Science – The Ohio State University**