

# ERIC GOLDSMITH

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Technology leader with extensive, multi-faceted experience in operational engineering and product development. A strong analyst and communicator with cross-organizational impact.

## Professional Experience

AOL Inc (America Online) – *Columbus, OH*

2003 – Present

**Operations Architect** (2007 – Present)

Technical leader and architect for cross-organizational and company-wide efforts in Web performance and “Big Data”. Performance evangelist and public speaker at industry conferences.

- Led program to collect, house and report data from AOL Web sites. Leveraged large-scale analytic technologies (e.g. Hadoop, Pig, Hive, HBase, etc.) for usage reporting, content customization and passive personalization.
- Pioneered the use of performance data collected from end-users (field data), to provide deeper insight and coverage than available with synthetic measurement tools.
- Led efforts to enhance internal tools to provide automated performance measurement & reporting, allowing customer self-service that enabled support of a company-wide audience.
- Developed visualization and reporting methods to aid consumption and understanding of performance and quality data, resulting in faster issue identification and resolution.
- Created techniques for identifying correlations between *operational* performance metrics and *business* usage metrics, to help quantify the impact of product quality on product usage.
- Provided Web performance improvement training and mentoring within AOL and Time Warner to development, operations and business organizations.
- Helped form and lead an Interactive Advertising Bureau (IAB) working group focused on improving ad load performance.
- Speaker at industry Conferences (Velocity, CMG), Summits (Velocity, IAB), Webinars, and Meetups.

**Principal Systems Analyst** (2005 – 2007)

**Senior Systems Analyst** (2003 – 2005)

Performed high-value analysis and provided guidance to improve the competitiveness of AOL Web sites. Designed and developed performance measurement tools and techniques. Championed product performance throughout the company.

- Evaluated and deployed performance testing products from Gomez and Keynote to quantify and track product performance from the customer perspective, providing visibility and detail not previously available, which enabled focused performance improvement efforts.
- Developed regular, cross-organizational product performance reporting and review meetings, to raise awareness and facilitate communication of performance issues, and to help drive improvement.
- Created a variety of visualization and reporting techniques to better convey performance details, and highlight the impact of factors such as geography, third-party content, etc.

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Aurum IT – *Columbus, OH* **Senior Engineer, Project Lead** 2002 – 2003

Goldsmith Technologies – *Columbus, OH* **Owner**

Provided IT outsourcing to small and medium-sized businesses.

- Led engineering efforts for multiple clients, directing activities of field engineers and help desk personnel for network engineering (Cisco, HP, 3Com) and Windows server/domain management.
- Planned and coordinated mid-term projects, including relocation of 100+ server data center, with service restoration in less than 24 hours.
- Developed and deployed VPN-based system for remote access and management of client sites.

SmartPipes Inc. – *Dublin, OH* 1999 – 2002

**Senior R & D Engineer, Project Lead**

Designed and developed router-based managed VPN services.

- Provided prototyping and proof-of-concept of a Windows-based VPN server product, the success of which led to a portion of the company's funding.
- Designed and led development of a customer-premise router health monitoring and reporting system built on HP OpenView.
- Performed product and market analysis, and responded to customer RFI/RFPs.

UUNET Technologies Inc. – *Hilliard, OH* 1998 – 1999

**Lead Product Engineer**

Developed remote network access products

Applied Innovation Inc. – *Dublin, OH* 1996 – 1998

**Senior Systems Engineer**

Developed Internet access products for the telecom industry

CompuServe Inc. – *Columbus, OH* 1993 – 1996

**Systems Analyst**

Developed systems management tools

MS Gerber & Associates – *Columbus, OH* 1991 – 1993

**Application Developer**

Developed decision support software for the energy industry

## Education

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