

Jean Sini

Chief Technology Officer, **Buzzlogic, inc.**

jean@sini.net
www.sini.net
+1(650)224-3017

Passionate Builder

Drives the architecture and engineering of core software infrastructure, leveraging hands-on technical expertise and strategic vision, as well as leadership and project management skills. Builds on over 14 years of experience designing Internet distributed systems. Achieved a strong track-record of delivering enterprise-grade platforms and large scale consumer web services.

Key Highlights

Entrepreneurship: Co-founded and sold Activeweave, inc.

As Chief Technology Officer, took the company from inception to funding (\$750k from business angels, including **Esther Dyson**) to launch, to on-going design and development cycles, to acquisition (Buzzlogic, Apr. 2008). Scaled to over 180K active users, over 10M daily searches to date. Developed deep ties into the **web 2.0** community toward evangelization, press coverage, business partnerships, word-of-mouth marketing, traction. Earned **recommended Firefox add-on** status for our **BlogRovR** service, as well as nomination as finalist to CNET's **Webware 100**, 2007 Edition.

Leadership: Hired, coached, led international development teams.

Managed several multi-cultural, multi-location software development teams. Hired, coached a group of 20 senior software engineers and project leads dedicated to the architecture, development, release and maintenance of Oracle's Application Server Wireless Core Application platform, with deployments world-wide at major mobile operators and global enterprise customers. We supported all mobile and wireless efforts within Oracle and bundled over 15 mobile applications in the collaboration, location-aware, and mobile commerce domains.

Vision: Drove product strategy and industry exposure.

Head technologist at Activeweave. Led requirements gathering and analysis for Oracle's Internet Application Server Wireless Edition, including market research, direct customer feedback and training. Actively involved with Partner programs and Customer Advisory Boards. Strong commitment to standardization efforts and innovation: web overlay and mobile commerce patents pending, acted as Chair of the XML workgroup for the **Pay Circle** Consortium, as the Oracle representative for the **Mobile Payment Forum**.

Engineering: Built Oracle's Mobile Collaboration Suite.

Oracle's entry in the Enterprise Collaboration market (Microsoft, IBM are top competitors) received excellent reviews from analysts and customers. My team built the mobile suite from scratch: our mission included early feasibility and scoping analysis, architecture, design, implementation, maintenance, release management, integration with other suite components. We integrated Push Capabilities into Mobile Collaboration Suite. Our Mobile Framework, also powering more than a dozen (incl. CRM and ERP) applications, let developers build adaptive user interfaces in a device-independent fashion, delegating the optimization of the rendering on each device to a customizable component implementation.

Architecture: Built scalability, robustness into large-scale services.

Built a partitioned, distributed infrastructure to scale Activeweave's services. Implemented early prototyping, **extreme programming** techniques, unit tests and code coverage to achieve schedule accuracy, quality, and performance. Single-handedly built, deployed a full-featured issue resolution system, including scheduling and prioritization features, fine-grained, roll-back capable configuration management and live updates, leading to a dramatic decrease (to 1/5th) in average issue resolution time. Deployed mobile applications to several major carriers and enterprise customers, including an internal Oracle instance mobile-enabling its more than 40K employees. Increased uptime to above 99%.

Patents: web overlay, mobile commerce.

One Annotated Overlay Patent Pending: *Polymorphic always-on personalized relevance overlay architecture*; Four Mobile Commerce Patents Pending: *Secure Server-Side Mobile Wallet, Dynamic Adaptive Mobile Commerce Form Filler, WML Content Adaptation, Mobile Commerce Transaction Framework*.

Concepts

Object Oriented architecture, development and programming (UML, TogetherJ), security and commerce (Cryptography, SSL, TLS, WTLS, SET, 3D Secure, PKI), DBMS (Oracle, SQL, PL/SQL, JDBC), parallel and distributed computing, real-time and fault-tolerant systems, client/server and component-based (EJB, CORBA 2.0, SOAP, .NET) computing.

Methodologies

Extreme Programming, Rational Unified Process, UML Modeling.

Programming

Java (JSDK 1.1 to J2EE, JavaSE 6, J2ME), Java Servlets 2.2 to 2.4, Java Server Pages 1.2 and 2.0, JavaScript (ECMAScript) 1.5, Xalan, Xerces, C, C++, C#, Microsoft COM and .NET, Cobol.

Protocols

XML 1.0, XSLT, XPath, XLink, XML Schema 1.0, XML Events, XForms, XML Namespaces, SOAP 1.1, WSDL 1.1, XHTML 1.0 and 1.1, XHTML Basic and Modularization, Cascading Style Sheets, DOM 1 and 2, XUL, Ajax, HTTP 1.1, WebDAV, TCP/IP, IIOP, X25, ISDN, ATM, 802.3, 802.5

Standards

Most active in the Mobile, Java, XML and Commerce standards organizations. **Pay Circle**, Chair, XML Workgroup. **Mobile Payment Forum**, Oracle Technical Representative. **JSR 182 (JPAY)** Expert Group Member, Java Community Process. **Open Mobile Alliance**, Workgroup Member, Mobile Commerce.

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Professional Experience

Since Apr. 2008
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buzzlogic.com

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jsini@buzzlogic.com

Buzzlogic, inc.
Chief Technology Officer

Buzzlogic, a web 2.0 technology company, unlocks the power of conversations and influence, with applications that help players across the social media ecosystem, from businesses to online publishers to the bloggers contributing to influential communities, reap the rewards and engage its constituents.

As Chief Technology Officer, I head **Buzzlogic's** strategic vision, architecture, and development.

Jun. 2005 - Apr. 2008
San Francisco, California
activeweave.com

+1(650)224-3017
jean@activeweave.com

Activeweave, inc.
Chief Technology Officer and Co-founder

*Activeweave, a web 2.0 startup, lets users browse smarter: its patent-pending, always-on, personalized relevance engine, coupled with its browser add-on, delivers in real-time a contextual overlay straight into the browser, everywhere users navigate. Its services augment the current page with related information from customized, trusted sources. Activeweave also helps realize the potential of an enhanced, social web using new browser metaphors to empower individuals to share commentary among their social groups. Activeweave is making the web more participatory, breaking the boundaries between the pages browsed and the relevant context about those pages. **In the words of others:** Erick Schonfeld in Business 2.0, Mike Arrington on Techcrunch, etc.*

As Chief Technology Officer, I head **Activeweave's** strategic vision, architecture, cross-platform development, and operations.

May 2004 - Jun. 2005
San Jose, California
symbol.com

Symbol Technologies, Mobility Software Division
Senior Director, Engineering

Symbol Technologies (now part of Motorola) is the leader in enterprise mobility solutions that create new advantage: streamlining supply chains; empowering people to do more with less; driving productivity and profitability. Symbol is leading a provider of secure mobile information systems.

The Mobility Software Division has released the Mobility Services Platform, empowering enterprise customers to actively monitor the performance of their wireless infrastructure and business processes: We enable our customers to implement the *Capture, Move and Manage* vision, with the industrial strength, availability and robustness they need, by letting them manage and monitor their entire deployment, from devices to access ports to switches, and integrate with back-end business applications that leverage the flow of captured data.

Apr. 2000 - May 2004
Redwood Shores, California
oracle.com/appserver

Oracle Corporation, Server Technologies
Director, Software Engineering

*The Oracle 9i Application Server is Oracle's fully J2EE compliant server, delivering industrial-strength performance, reliability, scalability and security. 9i AS Wireless Edition, the world's leading mobile application server, builds on this industrial-strength core and on open **W3C standards** such as XHTML 1.1 and XForms, XSLT and CSS style-sheets to optimize content adaptation for many classes of devices, ranging from rich Pocket PC browsers to voice-only phones. The platform also implements Web Services compliant to SOAP and WSDL specifications. It enables customers to develop, deploy and maintain their mobile applications once and render them (both online and offline) optimally on many devices.*

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- Group Director, in charge of hiring and managing 3 core development teams.
- Architect, driving overall and detailed design of the core application platform.
- Technical Expert, push and synchronization technologies.
- Technical Expert, product technologies and performance (XML, XSLT).
- Technical Expert, Extensible Application Framework (Web Services, J2EE).
- Release Management, successfully delivered 4 releases of the product.
- Business Development Contact, evangelization and requirements gathering.
- Mobile Commerce Expert, 4 Mobile Commerce Infrastructure Patents Pending.
- Mobile Payments Lead, XML Working Group Chair, **Pay Circle** Consortium.

In charge of the Oracle 9iAS Server Wireless Core Application Platform development group (20 senior engineers and team leads). Our mission is to architect, develop and deliver Oracle's mobile application platform, as well as core mobile web services, enabling enterprises and service providers to build, integrate and manage highly customizable mobile applications and serve content to users on any device (in-browser applications as well as native, intermittently connected applications using push and sync technologies), offer them a fully integrated and personalized mobile experience. Core mobile web services include the Mobile Commerce Infrastructure, Collaboration Suite, and Location Based Services.

Oct. 1996 - Apr. 2000

Redwood Shores, California
oracle.com

Oracle Corporation, CRM Division

Software Development Manager

Oracle Corporation is the world's leading supplier of software for information management, and the world's second largest independent software company. With annual revenues of more than \$10.1 billion, the company offers its database, tools and application products, along with related consulting, education, and support services, in more than 145 countries around the world.

- Development Manager, in charge of a 5-member engineering team.
- Architect, driving detailed design of Oracle's Electronic Billing application.
- Technical Expert, product technologies (JSP, JDBC).
- Mobile Commerce Expert (ACH and Credit Card Transaction Schemes).
- Network Architecture: Member of the Oracle Network Computing Group.

Mar. 1998 - Jan. 2000, Electronic Commerce Group, then Sales Online. Development manager, lead architect in charge of the design and implementation of Oracle's component-based Electronic Bill Presentment and Payment product. *Oct. 1996 - Feb. 1998*, Network Computing Group. Senior Engineer, in charge of the design and development of a Computer Telephony Integration (CTI) system into Oracle's Network Computing Architecture.

Jun. 1996 - Oct. 1996

Paris, France
gemedicalsystems.com

General Electric Medical Systems

Senior Software Engineer

GE Medical Systems is one of the world's leading manufacturers of diagnostic imaging equipment, including conventional and digital x-ray, computed tomography (CT) magnetic resonance (MR), ultrasound, positron emission tomography (PET), and nuclear medicine. GE also provides diagnostic information management systems and diagnostic imaging parts and accessories.

Evaluated technologies, then designed and prototyped a distributed real-time systems communication component using the Real-Time Object Oriented Methodology (ROOM) analysis model. Application to medical imaging equipment system software.

Feb. 1996 - May 1996

Paris, France
uunet.fr

UUNet France

Software Engineer

UUNET, a Verizon company, is a global leader in Internet communications.

Architecture and implementation of a statistics module to analyze site traffic. Design and implementation of a web-based charting component rendering the generated data.

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Sep. 1995 - Jan. 1996
Paris, France

Adimas
Software Engineer, Team Lead

Adimas is a Paris-based software consulting firm specializing in the implementation of online distributed reservation systems.

Architecture, design and development of a commercial online reservation and ticketing system. Design of the underlying database and middle tier.

Jun. 1995 - Sep. 1995
Taipei, Taiwan
bnpparibas.net

Banque Nationale de Paris
Software Engineer

Banque Nationale de Paris is a leading French bank ranked among the 20 largest banks in the world.

Electronic Data Processing department. Local and Wide Area Network enhancements to enable secure email exchange between branches (Taiwan, Hong-Kong, Singapore). Design and development of a profitability analysis tool interfacing with the accounting system.

Jan. 1995 - May 1995
Paris, France
axis.fr

Axis&Agix
Senior Instructor

Axis&Agix is the French leader in Unix and Open Systems courses.

Courses Taught: Advanced C Programming, System Programming in C for Unix.

Education

Sep. 1995 - Aug. 1996
Paris, France
lip6.fr

Paris University, Computer Science Department
D.E.A. Computer Systems

The Computer Science Laboratories at the "Pierre et Marie Curie" University concentrate most of the University's research activities in computer science and electrical engineering, including the D.E.A. program on distributed systems.

Diplôme d'Etudes Approfondies. Graduate Degree. Distributed, real-time, fault tolerant systems, security, parallel computing.

Sep. 1993 - Sep. 1996
Paris, France
enst.fr

Ecole Nationale Supérieure des Télécommunications
M.S. Computer Science

ENST Paris ranks among France's top three engineering schools (Grandes Ecoles). It is commonly compared to the best U.S. universities.

GPA 3.96/4.00 - Master of Science Degree. Majored in computer systems architecture and design. Minored in networks and digital communications. Thesis work on shared memory models, and application to computer supported collaborative work.

Sep. 1991 - Jul. 1993
Nice, France

Lycée Masséna
Mathématiques Supérieures and Mathématiques Spéciales M'

Intensive state-sanctioned preparatory program emphasizing mathematics and physics, leading to a competitive examination for admission to the French graduate-level engineering institutes, Grandes Ecoles.

Jul. 1991
Nice, France

Lycée Albert Calmette
Baccalauréat Série C

Mathematics and Physics high-school Degree, with high honors.

Languages

French (Native), English (Fluent), Spanish (Intermediate), German (Intermediate), Mandarin (Beginner).