

# Ron Rothman

"Feed me hard problems."

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## Ron Rothman is

1. a chronically successful software engineer (see success stories below).
2. an independent thinker who thrives when working with other talented, excited people.
3. not afraid to be wrong.

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## Highlights

- Exceptional **analytic ability** and **communication skills**
- Likes: **Python**, NoSQL, AWS, C++, Perl, C, MySQL, Linux, LAMP
- Dislikes: PHP, Java, bugs
- Six software patents:
  - Advertising Technology; Recommendation Systems; Multivariate Split Testing
- My [Stack Overflow](#); my [Github](#).

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## Experience

### BeeswaxIO / Senior Staff Engineer

NOVEMBER 2014 - PRESENT

First employee. I do whatever needs doing. Along with Founder/CTO, built the software stack from the zeroth line, including:

- A mission-critical event collection service (**Python**, **Gunicorn**, **gevent**) that must reliably handle tens of thousands of requests per second
- A purpose-built deployment system (**Python**, **Boto3**)
- An ad pacing algorithm (**Python**)

We serve 1.5 million real-time (RTB) ad requests per second, at <20ms latency (99.9%). Ask me how.

We use: AWS (EC2/ELB, Docker on ECS, Elasticache, EMR), Python, C++, nginx, Aerospike.

### Rubicon Project / Senior Software Engineer

JANUARY 2014 - NOVEMBER 2014

Designed and implemented Rubicon's second-generation ad pacing system. Left to join a startup (see BeeswaxIO, above).

### CBS Interactive (Formerly CNET Networks) / Principal Engineer

OCTOBER 2000 - DECEMBER 2013

- Ad Technology group (2000 - 2005)
- Personalization and Targeting Services group (2005 -2013)

My three major contributions:

1. An innovative **recommendation system**

Led an effort to squeeze additional revenue from existing streams. Built a content optimization engine (**C++**, **Python**) and back-end platform (**Python**) which delivered millions of previously untapped revenue dollars.

Gracefully handled hundreds of millions of requests per day. Was flexible enough to meet the varied requirements of a dozen disparate websites.

This project was so successful that it spun off its own internal group.

2. A world-class **ad server**

Authored and owned CNET's ad client, a highly performance-sensitive, multithreaded, Apache module (<10ms latency at 2000 request/sec). Originally written on Solaris and subsequently ported to Linux. (**Apache**, **C++**, **STL**)

Conceived and built a flexible, efficient framework for executing modular code. All ads served on CNET (hundreds of millions a day) flow through this framework. The framework promoted reuse and extensibility, which enabled subsequent features to be developed at minimal cost. (**C++**, **STL**)

Invented a novel advertising feature (patent pending), Programmable Creatives, that saved hours of workflow each week and enabled new ad revenue opportunities. (**Perl**)

3. A novel, rigorous, **split testing platform**

We anticipated the need for an internal tool to help take the guesswork out of presentation and content decisions. The result was a gorgeous multivariate split testing system that gained wide adoption and helped elevate decision making from intuition to data. More than \$10MM/year in incremental revenue was directly attributable to this system.

Designed and built a high-performance delivery stack (hundreds of millions of requests/day at <10ms) to serve experiment contents. (**Python**, **Apache**, **mod\_wsgi**)

Designed and built a GUI for experiment management. (**Python**, **jQuery**, **Bottle**)

Helped to evangelize the technology and, more importantly, the business need behind it. We had solved a problem the company didn't yet realize it had.

## Education

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### NYU Polytechnic University / M.S., Computer Science

- 4.0 GPA
- NFS Graduate Fellow, [Center for Advanced Telecommunications Technology](#)

### Northwestern University / B.S., Computer Science

- 3.8 C.S. GPA
- President and Founding Member of Northwestern University chapter of Theta Tau Professional Engineering Fraternity