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Niall Kennedy Résumé

Employment History

President

Hat Trick Media 8/2006 -

- ▶ Build syndicated web strategy and product for Fortune 500 companies in a consultant role. Specializing in front-end engineering, feed syndication, widgets, API platforms, and high-performance global delivery networks.
- ▶ Create engaging syndicated content experiences for Windows Vista, Mac OS X, iPhone, Nokia S60, iGoogle, Facebook, MySpace, WordPress, AIR, Nintendo Wii, Sony televisions, GPS navigation systems, and more.
- ▶ Produce three annual Widget Summit conferences covering major widget platforms and implementation best practices. 250 attendees, 40 speakers, 25 sessions, and 5-10 sponsors participating in two-day events in San Francisco.
- ▶ Develop conference management software, credit card processing systems, and customer and vendor relationship management functions to power the Widget Summit web presence.
- ▶ Develop Startup Search, a critically-acclaimed industry intelligence tool data mining web technology startup companies, products, key employees, and investors in the United States. Utilized over 25 data sources for full information awareness. Python and Django server-side development with YUI-enhanced front-end. Featured YUI project for JavaScript excellence.
- ▶ Globally-recognized speaker on the Web as a platform, content syndication best practices, and widget integration. Delivered keynote presentations in China, Australia, and San Francisco in 2008.
- ▶ Creating social media analytics tools to track the people-based Web and its many connections. Gathering large correlated data sets for deep author knowledge.

Product Lead, Windows Live Platform RSS

Microsoft 4/2006 - 8/2006

- ▶ Build a centralized data store and distribution hub for syndicated data feeds including Atom, RSS, and RDF. Service internal client teams including Windows Live Hotmail, My Live, Messenger, Alerts, and more.
- ▶ Authored corporate strategy and product specifications for syndication-powered services across over 30 product groups.
- ▶ Presented corporate vision to top executive teams for widespread adoption.
- ▶ Wrote detailed product specifications, led product review process, assisted with database design considerations, and wrote wireframe code for beta systems.
- ▶ Managed a small team of eight including shared development, database administrators, and QA resources in coordination with a shared development manager.

Product Manager, Community

Technorati 2/2005 - 2/2006

- ▶ Discover, index, and resyndicate the world of weblogs within minutes of third-party publication.
- ▶ Product lead for syndicated data consumption and distribution across tens of millions of blogs.
- ▶ Identify, specify, and communicate the largest outstanding product issues demanded by company's audience of publishers, readers, and brand managers.
- ▶ Oversee search quality and web content policy enforcement efforts including anti-spam. Led two industry summits to define best practices and promote collaboration among over 20 peers.
- ▶ Developed web badges and widgets to extend the reach of core products.
- ▶ Manage and support the Technorati developer community including partnerships with blog hosting providers, independent developers, and joint ventures in Japan and Europe.

Product Manager, Search

NexTag 11/2004 - 1/2005

- ▶ Managed site migration to web-standard markup for high-performance websites using xHTML, CSS, and JavaScript. Product lead on a team of 4 developers, one designer, and one statistician.
- ▶ Added RSS syndication to over five million webpages including private feeds serving search engine partners Google, Yahoo!, Microsoft, and AOL.
- ▶ Direct profit and loss responsibility for unpaid referral traffic including search engines, developer APIs, self-serve affiliates, and co-brand partners.

Product Manager, Emerging Products

Callan Associates 2/2002 - 10/2004

- ▶ Collected and analyzed traditionally "dark data" on behalf of institutional investors requesting fiduciary oversight for billions of dollars worth of assets.
- ▶ Authored data collection and analysis tools for a quantitative approach to private real estate, venture capital, hedge funds, and developing nations investment sectors.
- ▶ Responsible for converting the finely-honed market specializations and industry knowledge of top company executives into actionable data-driven processes.
- ▶ Expanded serviceable markets through intelligent data gathering ahead of market needs including socially-responsible investing, minority ownership, and many custom client requirements.
- ▶ Built distributed data-gathering tools for remote submission of up-to-date data by fund managers and their staff. Custom software written in JSP, powered by Tomcat, and displayed to the end-user using PDF workflows backed by XML.

Founder, CEO

AEOsports 1/2001 - 12/2002

- ▶ Technical co-founder of high-end sporting goods e-commerce site and traditional retail business located in southern California.
- ▶ Built and managed retail website as a central processing hub between syndicated storefronts such as eBay, Yahoo!, or Major League Baseball. Web operations leveraged J2EE, EJB, Oracle, and Linux.
- ▶ Negotiated preferred pricing and procurement relationships with large distributors and manufacturers.
- ▶ Created custom supply chain software to link remote offices and key suppliers.

Product Lead

AutoBill Auction 2/2001 - 6/2001

- ▶ Rearchitected small business retail software tying in-store inventory into a global sales market on eBay, Half.com, zShops, Yahoo! Stores, and more.
- ▶ Worked with parent incubator and board of directors to deliver a successful sale of their most promising property.
- ▶ Managed two programmers and four web designers.
- ▶ Performed full technology audit including software, database, and colocation. Migrated company technology from Visual Basic and SQL Server to C# and Oracle 9i.
- ▶ Sold to American Express and now part of the OPEN small business suite of services.

Lead Programmer

Personal Spider 7/2000 - 9/2000

- ▶ Developed search and data relevancy programs for NASA's Jet Propulsion Laboratory analysis of the Mars rover program (Project Athena).
- ▶ Created web crawling agents for persistent search, analysis, and ranking of corporate intranets and scientist collaboration.
- ▶ Custom-built servers and software stack to handle specialized tasks and provide optimal power consumption, data I/O, and low bandwidth consumption.
- ▶ Authored real-time notification libraries in Python enabling immediate action for critical data. Published open-source SMS messaging library with improvements to Python core.
- ▶ Presented detailed technical concepts before potential clients to speed integration and close sales.

Content Manager

PriceGrabber.com 9/1999 - 6/2000

- ▶ Manage crawler accuracy and content partner relationships in computers, electronics, photography, and video game categories.
- ▶ Reverse engineer shipping markup and sales tax data for all crawled merchants against ZIP Code in the United States.
- ▶ Prepare website localization into Spanish and Portuguese.

Education

University of California, Los Angeles 1997 - 2001

BA, Economics. Minor in Computer Science