Daniel Goldin

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PROFESSIONAL EXPERIENCE

TripleLift (http://www.triplelift.com) New York, NY
VP, Engineering August 2017 to Present
- Lead TripleLift's 29 person engineering team
- Iterate and improve team structure, processes, hiring, and architectures to keep pace with our rapid growth going from 16 people at the end of 2013 to over 300 in 2019

Director of Engineering October 2015 to August 2017
- Mentored and managed two managers across 4 engineering squads
- Revamped our recruiting process to increase quality and quantity of candidate funnel while improving time to offer
- Collaborated with other groups to make sure engineering delivers great products that solve real problems quickly and reliably

Manager, Backend Engineering August 2014 to October 2015
- Led a team of 7 engineers responsible for building and maintaining TripleLift's real time bidding exchange, data pipeline, bidding algorithm, and computer vision technology
- Managed the revamp of our architecture to support a multiple order of magnitude increase in traffic while simultaneously improving uptime, accuracy, and code quality

Software Engineer October 2013 to August 2014
- Developed the foundational components of TripleLift's real time native advertising exchange
- Built and optimized a real time bidding strategy that led to a double digit margin increase across all campaigns

Makers Alley (https://makersalley.com) New York, NY
Cofounder and CTO October 2012 to September 2013
- Built a marketplace to connect woodworkers, metalworkers, and designers who specialize in custom furniture with customers

Pressi (formerly Glossi) New York, NY
Cofounder and CTO July 2011 to August 2013
- Led the backend development of Pressi (formerly Glossi), a platform to help consumers and companies brand themselves by aggregating their social media into mashup pages
- Achieved ramen profitability within the first year

Yodle New York, NY
Product Manager March 2010 to March 2012
- Worked closely with the engineering and UX teams to build a real-time commission system that better aligned sales rep behavior with company goals
- Revamped client services and sales metrics to align with strategic company goals
- Managed the development of a company-wide reporting system that was responsible for hundreds of reports across every department
- Initiated a project to revamp Yodle's call tracking system and improve the ROI for our customers

Quantitative Engineer February 2009 to March 2010
- Researched and developed models to simulate SEM bidding that led to a 15% ROI increase for clients
- Released a tool to identify and recommend upsell candidates which led to a 25% increase in month over month upsells
- Leveraged machine learning models and audio transcription techniques to automatically classify clients' phone calls
- Codeveloped a backtesting framework to help measure the accuracy of optimization models and accelerate development speed

Scenepeek New York, NY
Cofounder March 2008 to March 2010
- Cofounder of a startup that tried to help users discover and share local events
- Developed simple machine learning algorithms to extract structured event data from HTML pages

- Integrated the Solr indexing engine to improve performance of search functionality

Och Ziff Capital Management   New York, NY
Quantitative Analyst   April 2007 to January 2009
- Designed and developed a framework to easily test various trading strategies which led to increased productivity for a four person team
- Developed a system to recommend portfolio hedges which was used in a $10B+ equity portfolio
- Created an anomaly detection system to identify errors in vendor data before they were fed into our financial models

ZS Associates   New York, NY
Associate   July 2005 to April 2007
- Created a model to determine optimal sales force size and structure for a 10,000 person sales force
- Analyzed the promotion system of a large pharmaceutical company and provided an interactive dashboard
- Managed the transition of an incentive compensation system to a three person team in India

Other
Cornell University - Academic Technology Center Consultant   June 2004 to May 2005
Prebon Yamane - Junior Programmer   Summer 2001, 2002

EDUCATION

Cornell University   Ithaca, NY
College of Arts and Sciences   August 2002 to May 2005
- Majors: Economics and Mathematics; Minor: Computer Science
- Graduated in three years with two majors and one minor
- Cumulative GPA: 3.57; Economics GPA: 3.86; Mathematics GPA: 3.62
- SAT: 1500 (800 Math; 700 Verbal)
- Activities and Awards
  - Tied for first place in the Cornell Freshmen Mathematics Prize Exam
  - Editor of the Visible Hand - Cornell's undergraduate economics journal
  - Member of the Cornell Investment Club and the Cornell Economic Society

ADDITIONAL

Skills, Interests
- Technical proficiencies: Python, Java, JavaScript, SQL, Git, AWS
- Languages: Russian (fluent)
- Interests: Running, game theory, reading, traveling, genetic programming, data visualization, blogging (http://dangoldin.com)