

Jan Oberst

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WORK EXPERIENCE **Co-Founder & CTO @ Azumo Advertising (09/2008 - current)**

- Constantly working on scaling & running a system for online advertising with 350M requests per month.
- Designed an automatically scaling system for ad delivery and real-time analysis using Redis on EC2.
- Built a scalable optimization algorithm using multi-level log-linear regressions to optimize ad delivery revenue.
- Built a scalable & reliable system for Real Time Bidding and a custom Redis cluster scheme on EC2.
- Responsible for every part of the stack from the servers' TCP settings to the ads' graphic design.

Software Engineering Consulting @ SAP AG (04/2010 - 08/2010)

- Prepared part of a proof of concept for the annual international SAP conference *SAPphire* in Orlando, Florida.
- Worked with of a team of SAP software developers to improve data access patterns for SAP's financials suite.

Research Assistant @ SAP Labs, Palo Alto, California (09/2009 - 04/2010)

- Dissected customer data, analyzed data schemes and access patterns to implement new algorithms to take advantage of new main-memory column-oriented database technology.
- Reduced dunning runtime on a customer's SAP system from 20min to 1sec using a column-oriented database.
- Reported directly to Hasso Plattner, Chairman of the Board and co-founder of SAP.

Student Assistant @ Hasso Plattner Institute (02/2009 - 10/2009)

- Worked on HYRISE, a main-memory database, that combines OLTP and analytical processing (OLAP).
- Helped with the implementation of the C++ database framework and with research on main-memory DBs.

Senior Software Engineer @ Foren-City (06/2007 - 12/2008)

- Led a team of engineers designing a social networking concept for a provider of internet forums.
- Responsible for operating a linux web- and database server cluster serving 130,000 internet forums.
- Designed Django ORM extension for model-driven sharding for a large-scale social network.

Frontend Engineering Intern @ Mindquarry GmbH (03/2007 - 07/2007)

- Reduced load times by a factor of 10 by creating an AJAX framework for partial site reloads.
- Researched, designed, and coded AJAX-based selector widgets in JavaScript based on usability testing.

Freelance Webdesign & Development (1999 - 2010)

- Designed hand-crafted HTML & CSS with a focus on usability for small and mid-sized businesses.
- Designed posters, business cards, slide decks and more using Corel Draw, Adobe Creative Suite

EDUCATION **B.S. in Computer Science**, IT-Systems Engineering

Hasso Plattner Institute, University of Potsdam, Germany

Graduated cum laude in 2009, grade 1.5 (Comparable to A- or GPA 3.7 in U.S.)

PUBLICATIONS "An Aggregating Discovery Service for the EPCglobal Network"; Müller, Oberst, Wehrmeyer, Witt, Zeier, Plattner; Proceedings of the 43th Hawai'i International Conference on System Sciences (HICSS); 2010

TECHNOLOGY **Creative Work:** Redis, Memcache, Hadoop, MySQL, Python, PHP, Java, C, C++, Smalltalk, HTML, CSS.
Operations: Unix clusters, very large databases, service-oriented systems, database scaling, main-memory DB.
Open Source: Contributed to the Django (on scalable DB access) and Redis (on Cluster systems) communities.

PROJECTS **ligageschichte.de**, 2008: Machine learning, NLP, NER, information extraction, data mining, visualization.
muxfind.com, 2008: Music recommendation engine using singular value decomposition (SVD)
flickrgrab.com, 2006: Flickr API client. Search interface and condensed view of Flickr pictures.

janoberst.com/work/ has an extensive list with examples and screenshots of my work