

# VIRGIL BISTRICEANU

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## OBJECTIVE

Technology leadership in a startup. Consulting opportunities, whether technical in nature or executive. Helping a VC or angel group with their technology due diligence needs.

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## PROFESSIONAL EXPERIENCE

### Centro ([www.centro.net](http://www.centro.net))

Apr 2006 to Mar 2009

*Chief Technology Officer*

*Chicago, IL*

- Created and lead a very motivated, creative, dynamic, flexible team providing software development, testing, business intelligence, consulting, corporate IT and production support for an organization with 100+ employees and nine offices in the USA
- Focused on delivering technology value to the company at a low cost and at a rapid pace; create Raving Fans within the organization and outside in the process. Strong FOSS commitment (Linux, PostgreSQL, Ruby on Rails, Pentaho), agile (XP, Scrum) software development, and community involvement. Notable accomplishments of the Technology Team:
  - Built (from scratch) the software that replaced manual processes within the core business and has made Centro a leader in the local media space. The software has allowed the organization to cut the media planning process from days to mere hours, improve the delivery as well as the consistency of media delivery, and to better integrate with the financial system
  - Created and operated the high availability infrastructure
  - Built and deployed the first release of Centro's Business Intelligence platform
  - Streamlined the delivery of IT (laptop) services to the organization
  - Lead multiple efforts at the executive level related to potential M&A, intelligent decision making, creating a culture of innovation.

### United Air Lines

Jan 2002 to Mar 2006

*Managing Director, Project Director, etc. at various points in time*

*Schaumburg, IL*

- In charge with software development and strategic technology direction for the most significant consumer-facing United properties:
  - Travel and Distribution: [www.united.com](http://www.united.com), [www.ua2go.com](http://www.ua2go.com), a \$2 billion/year distribution channel for United
    - Services based architecture, providing the glue for multiple legacy data sources; all-Java applications deployed into a high-availability infrastructure that provides business continuity
  - Loyalty Services: [www.silverwingsplus.com](http://www.silverwingsplus.com) and [www.mymileageplus.com](http://www.mymileageplus.com), consumer clubs insourced from Brierley in 2003, and [www.ameniti.com](http://www.ameniti.com) a luxury club developed and launched in 2004
  - Email engine: high-volume, targeted and personalized email for all United email campaigns
- Project Director for United's next generation Internet Booking Engine
  - Overall responsibility for the \$20+ million project (launched in Nov 2006)
  - Direct accountability for the development of United's software components and for the end-to-end testing for the product (functional and performance). Systems integrator for multiple systems and software from multiple parties. Extensive manual and automated testing

- Worked closely with various business units to define, implement, and successfully ran a release-based software delivery process that optimally used shared available resources, ensured predictability in application delivery, and addressed business needs based on financial constraints and strategic business objectives
- Set standards and implemented processes to improve the overall quality of applications delivered: automated unit-testing, test-driven development, mandatory functional, load and stress testing, etc.
- RFP and due diligence for QA outsourcing / off-shoring (united.com and other properties).

## **MyPoints.com, Inc.**

**1996 to 2001**

*Chief Technology Officer*

*Schaumburg, IL*

- Co-founder of MotivationNet, which later merged with Intellipost to form MyPoints.com, and leader of the Technology team since inception
- Constructed, managed, and motivated a team of smart, independent, and eager to learn employees with a true sense of ownership of the products they created and supported
- Responsible for a team of up to 75 employees organized in the following departments: Development, Databases, Operations, Quality Assurance and Network Operations Center (NOC), along with a yearly budget of up to \$25 million
- Successfully deployed three *major* releases of the MyPoints application, together with three international implementations (SwedenPost, MyPoints Europe, and MyPoints Japan). Key features of the database driven application included:
  - Fully scalable, high availability application, both on the web and email
  - Real-time consumer targeting
  - Full support for international versions
  - Support for co-branding and private labeling
  - Fraud detection and management
  - Set of solid APIs to be used both internally and externally
  - Minimized the need for manual intervention by automating all repetitive processes and provided Web-based interfaces for all standard activities performed by employees
  - The ability to provide timely and accurate reporting to the business
- Managed the design, construction, and deployment of the systems architecture with the following features:
  - Fully redundant, scalable architecture with no single points of failure
  - Clustered, SAN-based environment able to recover immediately in case of either data loss or hardware failure
  - High availability security solution based on redundant firewalls
  - 24x7 Network Operations Center (NOC) utilizing HP OpenView and SiteScope for system monitoring, and Remedy for ticket tracking
- In December 2000 MyPoints.com was rated the second most trafficked e-commerce site following only Amazon.com
- Managed the technology integration during multiple mergers and acquisitions: DV2U, Intellipost, Cybergold, and iTarget. This included team integration, data conversion, and support for new functionality
- Successfully managed infrastructure transitions between data centers
- Responsible for the deployment of a data warehouse utilizing Oracle and Business Objects.

## **Illinois Institute of Technology**

**1993 to Present**

*Instructor of Computer Science*

*Chicago, IL*

- Teaching undergraduate and graduate classes for the Departments of Computer Science and Electrical Engineering. Detail at <http://www.cs.iit.edu/~virgil/classes.html>

# VIRGIL BISTRICEANU

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- Restructured the curriculum and wrote a laboratory manual for the undergraduate *Computer Architecture* class
- Implemented programming reinforced learning in *Discrete Structures*.

## **Polytechnic Institute of Bucharest (aka “Universitatea Politehnica”)**

1988 – 1990

*Assistant Professor*

*Bucharest, Romania*

- Taught *Digital Integrated Circuits* course for undergraduate students
- Taught *Logic Design & Implementation* project for graduate students
- Advisor for MS candidates
- Set up a new laboratory for the *Digital Integrated Circuits* class & wrote the lab manual for the class.

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## EDUCATION

### **Illinois Institute of Technology** – Department of Computer Science

- Study program for Ph.D. in Computer Science
  - Research in performance analysis for parallel programming languages, with emphasis on Message Driven Computation.

### **Polytechnic Institute of Bucharest** – Department of Electronics and Telecommunications

- Master of Science in Electrical Engineering.

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## WRITTEN WORKS

1. Bistriceanu, V. *Computer Architecture - Laboratory Manual*, Illinois Institute of Technology, 1995.
2. Stefan, G., Bistriceanu, V. *Digital Integrated Circuits: Problems & Design*, EDP Publishing House, Bucharest, 1992.
3. Paun, A., Stefan, G., Bistriceanu, V., Birnbaum, A. *DLALISP - Experiment of Non-conventional Structuring of a LISP Machine* in *The Electronic Computers of the Fifth Generation*. Romanian Academy Publishing House, 1985.
4. Stefan, G., Paun, A., Bistriceanu, V., Birnbaum, A. *DLALISP - A LISP Machine*, Proceedings of the 1984 ACM Symposium on Lisp and Functional Programming Languages, Austin 1984.

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## VARIA

- Professional affiliations with ACM, IEEE
- Speak English, German, French, Romanian.

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## AWARDS

- Illinois Technology Association, Spotlight Award for the best CTO/CIO in Illinois, 2008.

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## PATENTS

- US Patent 7,240,022 (Demographic Information Gathering and Incentive Award System and Method).