FARISHTA SATARI

CURRICULUM VITAE

PERSONAL DETAILS

Greater New York City
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(212) 301-0513

EXECUTIVE SUMMARY

A self-motivated, result-driven, technology leader and well-rounded strategist with over a decade of experience building and leading globally distributed teams, technical architecture design and implementation of large-scale big data and analytics platforms, and engineering of high-traffic web and mobile application.

Now looking to further an already successful career by finding a suitable leadership role in a well-established technology firm, where talent and diversity are valued for setting the engineering organization's excellence.

ACADEMIC QUALIFICATIONS

PhD, Computer Science — Graduate Center	2009-2013
MA, Computer Science — Brooklyn College	2005-2009
BA, Computer Science — Queens College	2001-2004
AAS, Computer Information Systems — QCC	1999-2001

PROFESSIONAL EXPERIENCE

AREAS OF EXPERTISE

Strategic Planning
People Management
Technical Architecture
Software Engineering
Data and Analytics
Cloud Computing
Game Theory
Logical AI

Director of Content Verticals — Time Inc.   2015–2015

Time is a global print and digital media company.

Hired to lead and grow NY product and engineering group providing technical direction for all content vertical initiatives such as releasing Time's content in the newly release Apple News app and launch of a new business Drive.com. Collaborate with SVP of Product and Engineering on technical strategy to package Time's content as electronic mini magazines published on Amazon as Kindle Singles.

Tech Stack: AWS, Node, KindleGen, & Apple News APIs, …

Director of Architecture — The New York Times   2014–2015

The New York Times is an American daily news company.
Head of technical architecture for Data Science and Engineering Group consisting of 30+ data engineers, data scientists, web developers, architects, and technology managers.
Strategy and technical execution for building Times first big data/analytics platform on state of the art technologies.
Work closely with executives, business, and technology partners to identify organizational data challenges, scope, deliver and successfully translate data and model results into tactical and strategic insights that are complete, accurate, relevant, understandable and applicable to business.
Key member of the Engineering and Architects Committee.

Tech Stack: Hadoop, Pig, Hive, Kafka, Storm, Elastic Search, HBase, Java, Node.js, MySQL, Oracle, MongoDB, AWS EC2, S3, SNS, SQS, EMR, RedShift, Git, Confluence, Jenkins, Jira, …

TECHNICAL SKILLS

Hadoop, Hive, Pig, Kafka, Storm, Solr, Spark, Sqoop, Flume, SQL, Node.js, Java, Python Spring, Maven, JSON, XML, MVC, SOA, REST, MySQL, Redis, HBase, MongoDB, DynamoDB, Mac OS X, Linux, AWS EC2, ELB, S3, SNS, SQS, EMR, Git, SVN, Rally, JIRA

VP & Chief Architect — MediaShift, Inc.   2013–2014

MediaShift is a digital advertising company that enables Internet and private WiFi networks monetize their audiences while enabling advertisers to target on-the-go consumers.
Head of engineering overseeing Travora's technology and team integration with Advantage Networks post acquisition by its parent company MediaShift.
Support multiple platforms on varying technologies with a relatively small team of local and offshore engineers.
Integrate Travora's ad-serving platform with Google DFP Premium while meeting strict SLAs with over 300 publishers.
Proactively suggest change to help business achieve its integration goals such as sell or sunset B2C digital properties.
Migrate large-scale platforms to the cloud for improved scalability, interoperability, performance.
Tech Stack: Hadoop, Java, .Net, SQL Server, MySQL, Linux, AWS EC2, EMR, S3, Route 53, Salesforce, DSM, DFP, …

VP of Engineering & Systems—Travora Media, Inc. 2011–2013

Travora Media is a digital advertising company monetizing advertiser and publisher networks in the travel domain through delivery of targeted ads to highly segmented audiences from its richly integrated ad-serving platform. Member of the executive team, reporting to CEO, and charged with running an engineering organization of globally distributed teams responsible for all B2B/B2C properties. Direct or indirect supervision over all engineering staff, budget and resource allocation, delivery of quality products in an agile environment, operation of business critical application, contracts and SLAs, and vendor relationships. Define strategy and research into data acquisitions, targeting solutions, and integration with third-party ad tech to increase publisher revenue and provide reach to advertisers. Build a robust data platform for Travora's ad-serving B2B business providing close-to-realtime data insights to internal ad ops, sales, marketing, finance and external partners. Support business in its vision to invest in B2C, technical strategy and execution for the acquisition of some well-established web properties such as TravelMuse.com, Let'sGo.com, Nileguilde.com, Localyte.com, and rollout of a brand new travel portal Travora.com and multiple mobile app. Technology Stack: Hadoop, MySQL, Linux, Java, Lucene/Solr, Spring Batch, Objective-C, IOS 5+, Tomcat, Jetty, Amazon EC2, EMR, S3, Route 53, Eclipse, SVN, Confluence, Maven, Jenkins, Artifactory, Jira, Rally, …

Senior Software Engineer — AOL, Inc. 2007–2011

AOI Media Group owns some of the top entertainment sites on the web offering personalized content to millions of users. Senior engineer with tech lead responsibilities for back-end engineering of Television, Music, and Moviefone products. Build the next generation end-to-end publishing platform

DynaPub on open source and standard-based technologies migrating all of AOL's entertainment websites from a home-grown TCL-based legacy system BigBowl to DynaPub. Build the search engine for TV listings and movie line of products including algorithms to improve relevancy such as parsing location information to suggest closest theaters. Engineering of large-scale real-time ETL processes and entity-matching algorithms to integrate data from different sources such as Tribune, VEVO, UMG, SONY and EMI while preserving SEO assets and meeting strict quality, scalability, and performance requirements expected by a global firm. Tech Stack: Java, Spring, Maven, Log4J, Solr/Lucene, Mule ESB, Servlets, JSPs, Struts, XML, JDBC, JPA, SQL, Tomcat, Linux, SVN, Confluence, VersionOne, Rally, …

PERSONAL STATEMENT

"I feel that my greatest strengths are firstly exceptional analytical skills with a strong capacity to solving problems through conceptualizing and communicating complex problems in simple terms to technology, product, and business partners; delivering well-reasoned and integrated solutions to stream line technical execution. Secondly my ability to lead teams through change by being resourceful and taking a flexible approach to management using a collaborative method but providing clear vision and direction to align staff goals to management strategies, retain and develop talent, and form productive teams that can seamlessly navigate between individual and team objectives; delivering helpful change for the organization. Thirdly my mastery of the art and science of the field through years of multi-disciplinary research, applied knowledge of the industry as it evolved over the last two decades, and capability of taking a high-level vision and executing across diverse team structures, technologies, and functional areas; delivering quality products with quantifiable business impact."

Farishta Maryam Satari

Software Engineer — Idea Integration, Corp.   2004–2007

Idea Integration is a software consulting agency working on technology projects for NYC Dept. of Correction and Dept. of Probation: Collectively responsible for the NYC inmates and for the supervision of adults and juveniles placed on probation by judges in supreme, criminal, and family courts. Reporting to the Commissioner of IT and tasked with building desktop and web applications for NYC DOC and DOP. Design and develop the Inmate Property Tracking System providing 24/7 property pickup scheduling to recently discharged inmates saving DOC time/resources by delegating its 9 to 5 help desk support to 311 Citizen Center Services. Other major projects include an incident reporting system for officials at Rikers Island, a content management system for internal staff, and public-facing sites such as exposing profiles of probationers with outstanding warrants to public. Tech Stack: Ruby on Rails, Java, Servlets, Portlets, JSP, Spring, Hibernate, Tapestry, JDBC/ODBC, XML, HTML, JS, Maven, Log4J, MySQL, DB2, DBBeans, Tomcat, Eclipse, SVN, IBM Portal Toolkit, IBM WSAD, Linux, …