

STEVEN HERSKOVITZ

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PROFESSIONAL EXPERIENCE

President, SiteGear LLC, San Carlos, CA

1996-present

SiteGear is an Internet/intranet software product and consulting company focusing on Java, database, and Web applications. Products include SiteSeer, a suite of web site analysis, categorization, and visualization tools and related licensable technology. Services include a SiteSeer-based web site audit service, custom software development, and strategic technical consulting. Consulting clients include Disruptive Tech, Aplia, Qualys, Sony SCEA / Eike Consulting, Xilinx, Washington Mutual Bank / MultiMedia Live, Z Concepts, Reuters Information Technology, Netscape Communications, National Semiconductor, Adaptec, LearnCom, Design Matters, and Sarrus Software. Consulting projects include system architecture, specifications, team leadership, prototyping and development, technology evaluation and due diligence. Specific areas of expertise:

- systems design and integration, specifications
- knowledge management, relational database, SQL, data integration, system administration
- “real world” Java: multithreading and concurrency, native methods, sockets, systems and UI programming, RMI, JDBC, AWT, JSSE, all JDK versions, various development environments, servlets, applets and standalone apps, application servers, servlet runners (Jakarta Tomcat 4.x+, Macromedia/Allaire JRun), Java Plug-in, *etc.*
- Web technologies: XML, XSL, XPath, DOM, HTTP, HTML, JavaScript, cross-platform DHTML, CSS, Perl, CGI (Perl and C), servlets and applets
- Open Source development tools: NetBeans 3.5+, Ant 1.5.1+, Bugzilla, CVS
- Web/other tools: NetObjects Fusion, Macromedia (Allaire) Homesite, XMLSpy, Microsoft IIS 4.0+, Adobe Acrobat (all versions), Office 97/2000+, PowerPoint, Visio, Perforce, IntelliJ, VMware
- UML modeling: Poseidon 2.3+, w/ code generation
- MS SQL Server 6.5/7.0/2K/2005; Query Analyzer and Management Studio; T-SQL triggers and stored procedures; SQL-92 (plus some 1999 and 2003 extensions)
- Enterprise software data integrations: Symantec SESA 1.1/2.0, Remedy ARS 4.5-6.0
- Platforms: Linux (Fedora); Win XP/2K/NT; Unix; Mac

Computer Scientist, Adobe Systems, Inc., Mountain View, CA

1991-96

Adobe is a well-known developer of PostScript typography, graphics, and document exchange software. My last projects were prototypes of novel ways to integrate Acrobat and Java. Prior to this I was Mac team leader for Acrobat 2.0, 2.0.1 (a solo effort to implement GX compatibility) and 2.1 (PowerMac and OLE). Before Acrobat I worked in the Mac ATM group for ATM 3.0 (multiple master fonts), 3.5 (SuperATM), and 3.6 (a solo effort to implement font reencoding support for Acrobat). Specific projects and responsibilities:

- research into Java capabilities, applicability to Acrobat: prototyping PDF in an applet, URL filesystem plug-in using Java’s HTTP protocol stack, cross-platform Acrobat plug-ins written in Java, *etc.*
- prototyped dynamically loaded/unloaded Acrobat plug-ins for use with PDF document scripting; specified plug-in API changes required to make this safe
- viewer development at both platform-specific UI level and platform-independent core level
- developed click-and-drag text selection (patent #5930813), styled text to clipboard for PDF documents
- extensive debugging and troubleshooting for system level components of Acrobat and ATM
- designed and implemented ATM font reencoding support for Acrobat 1.0, plus key ATM utilities and many feature, performance, robustness, and application compatibility enhancements to 3 versions of ATM
- developed debugging tools for Acrobat and ATM engineers and QA

Hardware/Software

- Java (Win95), jdb, Cafe/Esspresso (PC), Roaster (Mac); Perl, PostScript, PDF
- Pentium, 486 PCs; Windows 95, Win 3.1, MSVC/C++, SourceSafe

- Macintosh 680x0, PowerPC; Mac OS System 7.x; CodeWarrior C/C++, MPW C/Assembler, MPW C++, THINK C/Assembler, AppleScript

Lead Software Engineer, The MathWorks, Inc., Natick, MA

1986-91

MathWorks develops MATLAB, a scientific and engineering applied mathematics package. I started as a consultant when there were three full-time employees and left when there were more than 75. I ported the PC version to the Macintosh Plus and began R&D on a new graphical UI. In 1988 I joined MathWorks full-time as employee #6 in order to bring the first Macintosh MATLAB to market. I continued R&D of a second-generation UI while maintaining the product in the field. Throughout this time I reported directly to the President. Specific projects and responsibilities:

- developed/maintained MacII-MATLAB, Edu-MATLAB, and Demo-MATLAB, which include command window for MATLAB's command language, graph window for display of color 2-D and 3-D plots, multiple edit windows for command script editing, multiple help windows for command descriptions and examples
- customer support and debugging: assist tech support staff plus some direct customer assistance
- implemented MEX-files: loadable code resources similar to XFCNs, invoked like M-file functions
- developed editor kernel for "live edit": edit/execute windows
- managed UI Group designing new UI for Mac-, X-, and Windows-based MATLABs: broad view of MATLAB integrating "live edit" with M-file debugging, "live graph", matrix editing, and the workspace
- miscellaneous utilities, CDEFs, FKEYs, INITs

Hardware/Software

- Macintosh II family, SE, Plus; 680x0, 68881/2
- Mac OS, MPW (ANSI) C and Assembler, MPW C++, THINK C, Aztec C and Assembler

Sr. Software Engineer, Plexus Computers, Inc., San Jose, CA

1986-88

Plexus began as a computer manufacturer selling into the multi-user UNIX market. I joined Plexus as it began implementation of a program of diversification into software development and systems integration. The new market was in XDP ("eXtended Data Processing") systems which combined image-manipulating workstations with enhanced relational database servers capable of handling DataObjects (any form of digitized data) as well as traditional relational data. My first year was spent primarily on the workstation side, first reporting directly to the V.P. of Strategic Planning, and later as a member of the Standard Systems Group. Specific projects:

- evaluated and selected workstation architecture
- evaluated and selected windowing environment
- designed and specified XDP software architecture
- participated in design of XSQL query language extensions for DataObjects
- designed/implemented DataObject filesystem for magnetic and optical mass storage attached to DB server

My second year was as a member of the OS group building a multiprocessor XDP data server based on the Synapse hardware and software technology, including its proprietary OS and DBMS. Specific projects:

- designed/implemented LSM facility for dynamic loading/execution of separately linked modules as if they were part of the kernel OS (useful for loadable drivers, etc)
- designed/implemented a functionally compatible multiprocessor version of AT&T STREAMS within the kernel OS to support third-party UNIX-based communications products such as TCP/IP ported as LSMs

Hardware/Software

- 286 PCs, Plexus 680x0-based supermicros
- MicroSoft C (PCs), Synapse Pascal and Plexus/Synapse C, Assembler

Staff Engineer, Convergent Technologies, Inc., San Jose, CA

1985-86

Convergent was a computer manufacturer selling into the multi-user UNIX OEM market. As a member of the UNIX Office Automation group, I was involved in the specification of Convergent's new OA software product offerings. Specific projects:

- developed requirements for evaluation of third-party DBMS software packages for pass-through to OEMs
- evaluated five potential DBMS vendors and made recommendations
- designed object-oriented document database/workgroup application

Hardware/Software

- Motorola 68010 (MiniFrame, MegaFrame)
- UNIX (System V-derived CTIX), C, standard UNIX development tools, SQL

SMTS II, Synapse Computer Corporation, Milpitas, CA

1982-85

Synapse was a startup company building a tightly coupled multiprocessor relational database system for the fault-tolerant online transaction processing market. As a member of the Transaction Processing (TP) and Operating System (OS) groups, I was responsible for enhancement of the operating system's TP layer. This layer performed application process and logical screen management, combining the two to support application checkpoint and restartability in both online interactive and batch environments. Specific projects:

- designed/implemented Transaction Logging facility, served as project leader
- designed/implemented Structured Mail facility as foundation for System Operator Interface and E-Mail
- implemented Batch subsystem featuring multiple queues, timed and synchronized jobs
- numerous enhancements to Screen Management subsystem and line- to screen-mode conversion facility

Hardware/Software

- Motorola 68000
- Synthesis (proprietary operating system), Pascal, Assembler

Manager, TMI Systems Corporation

1977-82

San Francisco, CA; New York, NY; Cambridge, MA

TMI was a Boston-based systems software consulting firm specializing in transaction processing systems for wholesale banking and electronic funds transfer applications. Its clients were the major commercial banks in Boston, New York, San Francisco, Seattle, and Los Angeles. My responsibilities ranged from project member to technical group leader. Typical projects:

- design/implement online recovery for money transfer system
- design/implement 2780-BiSync comm links with message level protocol
- authored functional specs, user's and operator's guides
- ran client and in-house training seminars

Hardware/Software

- DEC VAX:VMS, Pascal, BLISS
- PDP-11/xx:various TMI-built TP environments, Macro-11, Pascal
- IBM 370, 30xx, 43xx:CICS/VS, VSAM, BDAM, TSO/SPF, BAL, COBOL

EDUCATION

New York University, New York, NY

BA Computer Science and Economics, 1980

Massachusetts Institute of Technology, Cambridge, MA

attended 1974-76