

Tim Cull

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Berkeley, CA

Work Chronology

Touch of Modern, Vice President of Engineering. San Francisco, CA. 2015-present.
Run day-to-day engineering at a rapidly-growing, \$100 million eCommerce company.

Pollen.io, Managing Director. Berkeley, CA. 2009-present.
Founded a boutique software consultancy specializing in high-impact software architecture and development.

InfoQ, Editor. San Francisco, CA. 2010-2011.
Wrote for a high-end technology publication focusing on senior technologists and architects.

BlackRock Financial Management, Vice President/Application Architect. San Francisco, CA. 2009-2010.

Part of the five-person application architecture team at the world's largest asset manager with \$3 trillion in assets under management.

Barclays Global Investors (BGI), Principal/Enterprise Architect. San Francisco, CA. 2002-2009 and 1999-2000.

Managed billion-dollar trading systems and software architecture at (until being purchased by BlackRock), the world's largest asset manager with \$1.5 trillion in assets under management.

i2 Technologies, Senior Software Engineer. San Francisco, CA. 2000-2002.

Developed software products at a mature supply-chain software vendor with recognized thought leadership in supply chain optimization.

Epit, Inc, Application Developer Lead. San Francisco, CA. 2000.

Managed client delivery at a software startup that produced modular trading systems for anything from selling almonds to trading equities.

Representative Commercial Projects

Ruby on Rails

- Application to publish millions of products from a \$200 million eCommerce site to shopping engines like Google, Amazon, and eBay.
- Application to construct custom landing pages without coding for a \$200 million eCommerce site.
- Application for automatically liquidating college textbooks for a \$400 million textbook rental company.
- Scaling TouchOfModern.com to 25 million pageviews a month, plus countless product

- enhancements
- Shopify app to automatically send hyper-targeted email to eCommerce customers.
- Various API-heavy extensions to Freshbooks, Instagram, CafePress, Xero and Google.

Java

- Architected, coded, and/or lead engineering for dozens of financial systems managing trillions of dollars in assets and billions of dollars in trades per day for institutional investors, hedge funds, and index data providers. Projects ranged from market data systems, to data warehouses, to front office trading systems.
- Java/Play based web application for reporting election ad spend to Congressional and Presidential political candidates.

.Net/php/other

- Converting a C#-based warehouse management software product for deployment in the Amazon EC2 cloud.
- Re-shoring a C#-based SaaS product for managing healthcare records.
- Misc smaller php-based websites and web applications.
- In another lifetime, various Visual Basic-based financial applications

Communication Skills

Writing

I have written weekly news posts and articles for InfoQ.com, a leading publication for senior technologists and architects. I'm a published author for IEEE Software. I've written numerous commercial blog posts, experience reports, and engagement summaries for clients.

Speaking

I have given recent seminars on subjects like "Software Design for Scientists" and experience reports on Microsoft Azure at the Microsoft campus. I've presented and moderated panels at the Business of Software and Developer Week conferences. Even in college at UC Davis, I had a position giving technology classes in Web design and Filemaker to full-time University staff.

Facilitation

Over time, I have amassed industry techniques like "dot voting" and "parking lots" to help keep conversations on task. At Pollen, I have helped several clients start Agile-style iteration processes with productive opening meetings and retrospectives. I've facilitated several executive seminars, retreats, retrospectives and roadmapping sessions.

People Management Skills

Direct Management

I have directly managed teams from two to ten people. This included assigning schedules,

reviewing work, conducting performance reviews, selecting promotions and addressing performance problems. As the founder of Pollen, I had sole responsibility for all my sub-contractors, employees and vendors. In my current role as an executive at Touch Of Modern, I've built a team of six engineers (and growing) from scratch in eight months.

Hiring

I have personally hired many dozens of people over the years. In my current role at Touch of Moden, I tripled the size of the engineering team in just eight months in the toughest hiring climate I've seen in a decade. In addition, I helped Pollen clients design their interview process and have conducted hundreds of candidate interviews on their behalf.

Business Acumen and Entrepreneurship

Founder

As the founder of my own company, I understand the needs of a business and the trade-offs and challenges of getting started and doubling the size of the business every year for five years. At a very visceral level I understand budgeting and its importance.

Software Economics

I understand the trade-offs between technical purity and business realities. For example, I have been able to work with Thedwick clients to find solutions to their problems that are tens of thousands of dollars cheaper than they might have been otherwise.

Thought Leadership

Software Architecture

I've worked formally as a software architect under Eoin Woods and Nick Rozanski, the authors of *Software Systems Architecture* (see: <http://www.viewpoints-and-perspectives.info/>). I was, in fact, one of the reviewers for the second edition of their book. In addition, as an independent consultant, and now as a VP of Engineering, I've functioned as a defacto software architect for several complicated, distributed systems.

Standards

I have helped several Pollen clients develop software development, release, and testing standards for their organization. At BGI, I produced technical standards as part of my role in the Enterprise Architecture group. Our team created a new technique for evaluating the architectures of BGI's 800+ internal systems; the new technique was innovative enough to be described in an IEEE Software article later the following year.

Project Management

Scheduling and planning

Over the years I have refined scheduling techniques that improve predictability and transparency. For example, every project I have done for Pollen clients has hit its schedule and budget. At Touch of Modern, I introduced a scheduling and planning regimen where there previously was none.

Agile

I am a published author on the subject of Agile (Blair, Stuart; Cull, Tim; Watt, Richard. "[Responsibility Driven Architecture](#)." *IEEE Software*, March/April 2010). Over the years I have learned to recognize different ways Agile can be applied in different kinds of organizations.

Global projects

I've managed teams across three continents and a half-dozen time zones. For clients at Pollen, I make use of outside resources and contractors, who are themselves distributed. At BGI I lead a team with members spread across Japan, the US, and the UK.

Publications and Work Samples

Blair, Stuart; Cull, Tim; Watt, Richard. "[Responsibility Driven Architecture](#)." *IEEE Software*, March/April 2010.

Cull, Tim. "[Eight Quick Ways to Improve Java Legacy Systems](#)." *InfoQ.com*, July 2010.

Misc news posts at InfoQ.com: <http://www.infoq.com/author/Tim-Cull>

Cull, Tim. "[Locked in Mistakes](#)", *Business of Software*, October 2012.

Cull, Tim. "[API-heavy Ruby on Rails Applications](#)", Developer Week, February 2013.

Github: <http://github.com/trcull>

Stack Overflow: <https://stackoverflow.com/users/1735720/tim-cull>

Retention Factory: <http://retentionfactory.com>

Education

University of California, Davis. BS in Computer Science with 3.5 GPA

Misc

The most up-to-date copy of this resume can be found at <http://pollen.io/TimResume.pdf>