

Brian Culler

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PROFILE

Technology professional with 9 years of experience in high-growth SaaS development environments, product design and strategy, project execution, and business operations.

Delivered the organizational growth, software development, and product strategy that helped grow an 18 person startup to a \$300m acquisition.

Strong technical background starting in cloud-hosted PHP and Ruby on Rails software development, both professional and personal.

Interested in using my business, technical, product, and operational background to help budding technology startups grow to a successful exit.

EXPERIENCE

Oracle 2012 - Present

The Oracle Social Relationship Management (SRM) Cloud, a component of the Oracle CX Suite, was created in 2012 via the acquisitions of Vitruve, Involver, and Collective Intellect. It provides Fortune-500 brands and agencies with the tools to execute social marketing strategies.

Manager, Product Development

- Leads the execution and strategy behind launching a major initiative to unify the functionality of multiple different stand alone products into a single responsive API-driven user interface. The project consolidates every component within Oracle SRM, requiring planning across 8 teams and 60 people situated in 4 geographical offices (Atlanta, SF, Austin, Redwood Shores).
- Works closely with multiple stakeholders across Engineering, Product Management, Quality Assurance, Dev Ops, Product Marketing, User Experience, and Executives to lead the delivery of critical new features within different product roadmaps.
- Orchestrated the hiring activities required to grow our Software Development team from 30 to 50 people immediately after Vitruve was acquired by Oracle including managing relationships with internal recruiters, pre-screening candidates, and coordinating business needs with applicant skills.
- Responsible for the career development of 8-12 highly skilled software engineers. Manage resource allocations and prioritization across the entire engineering department. Conduct formal performance appraisals and evaluations. Coach and mentor members of organization on how to succeed.

Vitruve (Acquired by Oracle) 2008 - 2012

Vitruve was an industry pioneer in the social enterprise software for marketers field. In 2011 alone, we more than doubled our annual revenue, experienced nearly 300% growth in personnel, and were ranked by Forbes magazine as one of the top 50 most promising companies in America. In 2012, Vitruve was acquired by Oracle for \$300 million.

Engineering Manager

- Joined Vitruve as the 18th employee, which grew into a 200+ employee industry leader in cutting edge social media management software.
- Led the hiring and growth of an engineering department that tripled in size. Worked extensively with external recruiters to source candidates. Conducted technical interviews of software engineers, compensation negotiations, and offer processing.
- Led multiple SCRUM project teams of 2-6 engineers, UX engineers, UI Designers, and Product managers to deliver critical features to an emerging platform in a competitive marketplace. Transitioned 2 standalone legacy applications to an SOA based, componentized multi-tier platform with a focus on scalability and extensibility.
- Involved heavily with product strategy, design, and positioning.

Software Engineer

- Worked in a small team of developers to deliver over 60 Ruby on Rails campaign-based Facebook applications.

- Responsible for the entire MVC software stack. Collected client requirements, designed and coded the backend data model, built the application controller logic for the required user flow, and designed and coded the rendering/view layer with a combination of HTML, ERB, CSS, and Javascript. Worked closely with UI/UX engineers to deliver correctly structured markup.
- Involved with and led the complete software life cycle of projects, from initial scoping and technical vetting of ideas, to requirements gathering, specification definition, development, testing, release management, maintenance, and support.
- Acted as both project and technical lead, interfacing with clients to gather requirements and set expectations, conducted previews and demos, gathered feedback and managed bug tracking and resolving issues, and shaped client requests to reduce scope while delivering the desired results.
- Identify and consolidate common elements and components across clients to increase re-usability of code and decrease engineering hours required to launch.
- Operated under a results-oriented, "whatever it takes" attitude.

Georgia Institute of Technology 2003 - 2008

Computer Services Specialist II

- Developed a Vacation & Sick Leave Management application written in Ruby on Rails. Integrated with Georgia Tech's CAS Authentication server. Saved department many hours each month of manual paper-based reporting.
- Designed, developed, and tested ASP/SQL based CMS website for HR Department
- Maintained and improved Georgia Tech's ASP/SQL based Applicant Hiring System, processing 188,000 job applications from 80,000 applicants to date
- Developed several custom in-house web applications for tracking and resolving user issues and bugs, reflecting network connectivity to services, and managing departmental budgets

Student Assistant

- Administered all database, DNS, DHCP, IIS, file, print, and Exchange servers for HR department
- Provided end user computer and network support for 70+ user HR department

Synchrologic (acquired by Nokia) January 2002 – December 2002

QA Engineer (Co-Op)

- Created VB6 tool to automatically verify install process of application files
- Tested Mobile Suite install and assisted Install team with branding and packaging
- Investigated and reported software defects and worked with developers on solutions
- Developed test cases for various handheld systems and performed regression tests
- Helped automate the software build process to get new builds faster

SIDE VENTURES

DropJobs.com 2009 - 2010

Sole proprietor of DropJobs.com, an easy to use SaaS-based Applicant Tracking & Hiring application. Designed for small teams growing quickly, it allowed multiple hiring managers to review and process resumes, track the applicants' progress through the interview process, supported embedded PDF-viewers for resumes, and allowed applicants to apply on a customer's website via embedded widget. Written in Ruby on Rails and hosted on Heroku.

MetaForum 2002 - 2004

Sole developer of the MetaForum® message board software. Heavy use of AJAX to auto-update threads, posts, and filtering. Featured templated themes for skinning. Led a small community of beta testers in discovering, tracking, and resolving bugs and defects. Created custom packaging scripts to setup and deploy installable releases. See it running at <http://www.forumatlanta.com>.

EDUCATION

Georgia Institute of Technology 2006

B.S. Business Management
B.S. Applied Psychology