

Thomas Feng

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WORK EXPERIENCES

Head of Core Services, Uber Technologies

2017 – now

Lead the Core Services organization with 50 engineers to work on Uber-wide business processes. Maintain close relationship with application teams (Riders, Drivers, Rentals, Freights, Autonomous Cars, Uber for Business, UberEats, ...). Consolidate common business logic and data models onto a platform. Adopt open-source technology to create scalable backend service architecture, event processing pipeline and ops tools.

Cassandra, MongoDB, Titan, Kafka, Thrift

Head of Rider Experience, Uber Technologies

2016 – 2017

Lead a team of over 40 mobile and backend engineers working on the rider app. Establish strong collaboration with product leadership to redefine the organization's roadmap focusing on better conversion, less friction and more delight.

- **New Uber app (2016)**

Redesign the Uber rider app on iOS and Android. Partner with product and design to revamp user experience based on thorough user study. Lay a solid technical foundation with a plugin framework. Launch the app globally by Christmas.

Java, Swift, ReactiveX

Sr. Manager and Architect, LinkedIn Corp.

2010 – 2016

Build a team of 30 engineers on UI, backend and data analytics. Oversee all engineering work on company profile ecosystem. Manage monetizable services in 2 product lines (career pages and job ads) that generate \$800M annual revenue. Architect highly scalable services to handle 100K QPS traffic in 3 data centers globally.

- **New company profile (2016)**

Lead the effort to rebuild company profiles. Partner with product to shift product strategy and start focusing on promoting companies' career opportunities and matching candidates with jobs. Frontend: new user experience on web and mobile app. Backend: new services and data migration from previous storage and schema.

Java, Javascript, Ember, Swift

- **Company data ingestion (2014 – 2016)**

Ingest company profiles from the Internet with data mining and crowdsourcing. Auto-create 10s of millions of records. Enrich member profiles with company data to boost the effectiveness of all LinkedIn products and to increase revenue.

AWS, PHP, Python, Hadoop, Pig

- **3rd-party content publishing (2014 – 2015)**

Define product strategy to increase company contents and member engagement. Build a system that subscribes to external content publishers (e.g., Bloomberg, Thomson Reuters and Yahoo). Negotiate terms with the publishers and establish collaboration with them. Automatically select and publish their articles as company updates on LinkedIn. The updates receive high engagement because of their quality and relevancy to viewers.

Java, PubSubHubbub, Kafka, Hadoop

- **Mobile company page (2014 – 2015)**
Lead a team of engineers to develop company profiles on mobile (Android, iOS and mobile web). Maintain feature parity between mobile and desktop. *Java, Objective-C, Node.js*
- **Company profile SEO (2013 – 2015)**
Migrate company pages to be SEO-friendly. Optimize page structure and download time for mobile devices and search engines. The project successfully increased traffic to the pages and improved user NPS score. *JSP, Javascript, CDN*
- **Sponsored contents (2012 – 2013)**
Design the architecture for sponsored contents and lead a cross-organizational team to launch the project. The product achieved fastest revenue growth in LinkedIn' s history. Frontend: new ad formats, campaign manager and analytics tools. Backend: content index, real-time analytics and ad server with pacing, targeting and relevance algorithms. *SenseiDB, Kafka, Hadoop, Pig*
- **Company profile and follower ecosystem (2010 – 2013)**
Architect and develop backend services hosting millions of company profiles and 100s of millions of member-to-company following relations. Build products on desktop, mobile and external restful API. *Java, JSP, Spring, Oracle, Memcached, Couchbase, Voldemort*

Member of Technical Staff, Oracle Corp. 2009 – 2010

Design and prototype the next-generation PL/SQL compiler to executed stored procedures in Oracle databases more reliably and more efficiently.

Researcher, IBM T.J. Watson Research Center. 2006 – 2007

Build a distributed messaging platform for discrete-event communication between Java components, which supports fault tolerance, high availability, and message dispatching in deterministic order.

EDUCATION

Ph.D., Electrical Engineering and Computer Sciences, U.C. Berkeley, USA. 2009

M.Sc., Computer Science, McGill University, Montréal, Canada. 2004

B.Sc., Computer Science and Technology, Nanjing University, Nanjing, China. 2002

LANGUAGES

Cantonese (native), Chinese Mandarin (native), English (near native)

PATENTS

Pending

- 2015. Message Pipeline for Suggesting Audiences of Third-Party Published Articles, US 14/953,911.
- 2015. Centralized Notification Center of Generated Events Associated with an Organizational Member of a Social Networking Service, US 14/813,183.
- 2015. Automatic Initiation for Generating a Company Profile, US 14/754,349.

- 2015. Crowdsourcing Entity Information, US 14/725,615.
- 2015. Content Distribution Based on Entity Identifiers, US 14/693,145.
- 2014. Company Page Notification Center, US 62/080,878.
- 2014. Generating Company Profiles Based on Member Data, US 62/076,433.
- 2014. Organization Targeted Status Updates, US 14/523,617.
- 2014. Dynamic Targeting to Achieve a Desired Objective, US 14/320,406.
- 2014. Optimizing a Content Campaign to Achieve a Desired Objective, US 14/320,346.
- 2014. Systems and Methods for Viral Promotion of Content, US 14/169,570.
- 2013. Techniques for Suggesting Content to Promote via a Feed, US 61/872,528.
- 2013. Techniques for Facilitating Content Retargeting, US 61/872,503.

Granted

- 2011. Distributed Fault-Tolerant and Highly Available Computing System, US 7,937,618.
- 2011. System and Method for Time-Aware Run-Time to Guarantee Time, US 8,424,005.