



Vincent Herrin

Director of Software Engineering at Valassis Digital



Austin Texas, US



resume@vinceherrin.com



<http://vinceherrin.com>



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<https://www.linkedin.com/in/vinceherrin/>

BACKGROUND



ABOUT

I'm a strategic thinker, winning manager, pragmatic developer and a team player.

An experienced engineering manager with a demonstrated history of driving top-talent teams to high performance results with a strong focus on user experience. Areas of experience are in cloud platforms, information technology and services industries. A strong engineering professional with a master's degree focused in Information Systems and Technology from South University.

20 years' experience in software engineering and over 7 years' experience managing teams



WORK EXPERIENCE

• Director of Software Engineering, [Valassis Digital](#)

Dec, 2019 - Present ⌚ 1 year 2 months

Responsibilities include people and product manager directing an engineering team responsible for a handful of complex UI tools that are critical to running successful Digital campaigns. These business tools are primarily used by our Operations, Business Analyst, and Engineering teams covering the entire campaign lifecycle which include

- Building an audience and targeting proposals (Composer)
- Serving as the system of record for campaign configuration (Genesis)
- Monitoring ongoing performance of campaigns (FlightOps)
- Optimizing campaigns mid-flight to ensure we meet our clients' expectations (Tuner)

Additional duties include the following

- Responsible for hiring engineering staff members and delivering their performance reviews



- Help streamline and revamp recruitment, screening, and interviewing which includes the bar raiser program
- Part of the leadership team enabled to think outside the box
- Contribute to identifying process needs, designing and implementing plans
- Assign team responsibilities, identify needed resources, and develop and execute project plans to achieve project success criteria
- Development and growth of new professionals and continued motivation of experienced team members
- Member of the engineering mentorship committee - In addition I'm both a mentor and mentee

Vice President, Technical Development Manager in Cloud, [State Street](#)

May, 2018 - Dec, 2019 🕒 1 year 7 months

During this time, I had the opportunity to increase my role from a first line manager to a second line manager with over 50 people directly and indirectly reporting to me. Some responsibilities and duties include

- Hire and manage performance and development of staff members and responsible for performance reviews
- Scale new teams through recruitment, screening, and interviewing
- Participate in technology planning with leadership and executive management
- Responsible for forecasting, developing and administering budgets, schedules, and performance standards for the organization
- Contribute to identifying process needs, designing and implementing plans
- Assign responsibilities, identify needed resources, and develop and execute project plans to achieve project success criteria
- Develop and establish operational policies
- Development and growth of new professionals and continued motivation of experienced team members
- Responsible for morale for the full organization

Senior Development Manager in Cloud Developer Experience, [IBM](#)

Jan, 2018 - May, 2018 🕒 4 months

During this time, xLab was merged with public cloud. I continued my role as a people and product manager.

- Developing a world-class developer experience on IBM Cloud Public for many different industry verticals
- Responsible for end to end developer experience UI team
- Responsible for Watson SDK team working on SDK generation for Java, Swift, Python, Node and partnering with Unity and .NET
- People manager of 15 direct reports on three different squads

Senior Development Manager in xlab Cloud, [IBM](#)

Sep, 2016 - Dec, 2017 🕒 1 year 3 months

During this time, I had the opportunity to increase my role as a people manager so that I could help foster new hires. I still dive into code and help drive and deliver business critical products.

- A people manager of 15 software engineers working in many different cloud verticals
- Development lead for the very successful Weather Company iOS 10 extension
- SDK team shifted to SDK generation for quicker delivery of changes. I personally worked on the Swagger validation service along with working closely with core service engineers.
- Created and taught new-hire onboard training classes for IBM Watson and Agile
- Took over the Swift@IBM organization of Austin team and owner of Swift slack. This included working with UK folks to drive product direction and delivery.



Senior Development Engineer - Mobile innovation Lab in Cloud, IBM

Nov, 2015 - Aug, 2016 ⌚ 9 months

The IBM Mobile Innovation Lab is a passionate team that makes ideas a reality. The lab leverages IBM's portfolio of products, research resources, and partnerships to envision exceptional innovative experiences. By adopting Agile, User-Centric, and Design Thinking practices, we solve problems and accelerate the delivery of mobile solutions that improve and enrich people's lives worldwide.

- Led on the Watson SDK Team driving the team to create the first Swift SDK with 8 different IBM Watson services targeted with accelerated release by end of year 2015. The SDK was delivered on schedule
- Led a team of developers in the first three months of 2016 to deliver two mobile SDK's iOS and Android with attributing sample apps for customer Geico Engagement
- Last half of 2016 continued fostering and guiding Watson SDK team to include all Cognitive AI Watson services

Engineering Manager, MaxPoint

Dec, 2014 - Oct, 2015 ⌚ 10 months

Hyper-local online advertisement company using big-data to find insights and capability to better service customer needs.

- Manager of 10 developers plus one intern. Responsibilities span across two different applications of MaxPoint Express and MaxPoint Intelligence Platform
- Also, manager of the Dataset team pulling data from many Hadoop clusters for service products
- Team reviews for end of year performance
- Mentor interns in the Applications team
- Work with different area groups including Design, Data Analytics and Product Management to ensure development has proper direction and workload based on corporate directives
- One of the creators of PathPoint which includes several submitted patents
- All squads had data scientists, designers, developers and product managers which I helped mitigate and direct product features and issues

Senior Software Engineer, MaxPoint

Nov, 2013 - Dec, 2014 ⌚ 1 year 1 month

Hyper-local online advertisement company using big-data to find insights and capability to better service customer marketing needs. Working with a talented team on external and internal products and projects performing a wide range of duties

November 2013 – december 2014

- Design, develop, test and maintain internal and external facing web based applications using Visual Studio
- Design, develop, test and maintain internal Services using Java, Thrift, and JUnit
- Eagerly and quickly learned new technologies such as Thrift as part of the current services work
- Able to multi-task in a dynamic environment when UI and services work are needed
- Excellent verbal and written communication skills especially when working with UX designers or other developers

Senior Software Engineer in Product Design, CA Technologies

Nov, 2012 - Nov, 2013 ⌚ 1 year

Working with a world-class team helping to design and prototype the CA Extensible Design Language (EDL) for all of CA Technologies. Previous projects includes working on the Durin project which is a design class iOS mobile prototype presented at CA World 2013.



Senior Team Lead, Software Engineering, [CA Technologies](#)

Mar, 2012 - Nov, 2012 ⌚ 8 months

Senior Team Lead manager for sustaining engineering team dealing with the NetQoS suite of products. My responsibilities include communication with account manager, product manager, defect backlog grooming along with driving service pack releases. I worked directly with customer issues driving success for CA customers and my team.

Senior Software Engineer - Technical Lead, [CA Technologies](#)

Aug, 2011 - Feb, 2012 ⌚ 5 months

Technical lead of a newly formed sustaining team. As technical lead, I established processes for product build environment. I was always in the forefront of the technical customer facing issues solving them with software service packs and configuration changes. I was instrumental in marshaling internal debug sessions where members of the team got together to troubleshoot an issue or defect. This was an open environment that fostered discussion to fix the issue which not only fixed the problem but also exposed junior members to tips and techniques on troubleshooting and coding standards.

Senior Software Engineer, [CA Technologies](#)

Jul, 2010 - Aug, 2011 ⌚ 1 year 1 month

As a member of the development engineering staff, I was part of and responsible for a breadth of products. ReporterAnalyzer, NetQoS Performance Center (NPC), Event Manager, NPC Notification Editor, Unified Communication Monitor, and NPC Catalyst Connector. I joined the new technology team with CA Performance Center code named Rubicon. This was a porting of the existing NPC views from .NET to Java but using a new architecture.

Software Engineer, [NetQoS](#)

Jan, 2009 - Jul, 2010 ⌚ 1 year 6 months

Initially chartered as part of the new customer care group. Resource alignment moved me into product development working on products such as ReporterAnalyzer's watchdog, Event Manager 1.1 and NPC 5.1. I quickly moved into working with event manager lead architect and part of the CTO working group.

Software Engineer II, [Advanced Micro Devices](#)

Oct, 1997 - Jan, 2009 ⌚ 11 years 3 months

Joined Automated Characterization Environment (ACE) project. Added needed functionality, which includes SQL database support, GUI enhancements, and new XML/PDF reporting application. Recent past has been on serialization of data objects to server database for persistence along with updating the code to adhere to an event-based model for specific objects. Currently, a new web-based reporting application using Active Server Pages with AJAX controls. This includes customer-specific data out of the database and transforming the data to populate and properly format an Excel workbook.

October 2002 – August 2004

Maintain and enhance HyperTransport Protocol Analyzer (HTPA). Assist in delivery of BIOSCheck to customer, which includes creating specifications for installation and interfacing with developer for customer feedback. .

Software Engineer, [AMD](#)

Dec, 2000 - Dec, 2001 ⌚ 1 year

Developed EIDEInfo software to support the AMD EIDE driver. Supported AMD drivers by developing installation scripts for users in the field. Developed and provided critical support for the Software Research & Development (SRD) build server. Maintained and supported SRD servers providing an essential resource for the SRD group. Configuration manager development and documentation.



SKILLS

Soft Skills

Leadership Communication Teamwork Negotiation Conflict Resolution Self Confidence Self Motivation
Critical Thinking Adaptability Responsibility Flexibility

Tech Skills

c# java swift bash javascript html css nodejs react redux thrift visual studio intellij xcode eclipse
postgresql mysql sql jira jenkins travisci codecov git ghe svn perforce workday agile champion
scrum facilitator

Hobbies

Photography 3D Imagery Gaming Flight Simulators VR



EDUCATION

Information Systems and Technology, Master's Degree, South University

Dec, 2013 - Dec, 2014

4.0

Computer Science, Bachelors of Science, Park University

Dec, 2006 - Dec, 2009

3.96



REFERENCES

Robynn Powell

I'm lucky to have Vince as my manager at State Street. Vince is a supportive manager, dedicated to his employees' success and professional growth. He encourages new ideas and feedback, and I feel he is personally invested in my success and motivates me to do the best job I can. His leadership style creates a working environment where we aren't afraid of making mistakes in our efforts to excel both individually and as a team. Vince is always encouraging and positive, calm under pressure, diplomatic, and handles the unexpected with true professionalism.

Fadi Gebara

Vince is one of the best managers I have worked with. He is extremely thoughtful when it comes to people management. He make everyone around him more productive. He earns the respect of his teams on the technical side, but earns loyalty because he cares about them.

Kelli Johannessen

Vince's skills are top-notch. I've worked side by side with him on a few projects in our time together at CA. He is a strong software engineer and he has an ability to rapidly pick up on complex problems and immediately start contributing to any team. He would never say no to a task or problem without first going the extra mile just to see if he could make it work (which are words that every designer loves to hear).



Jonathan Hall

I have had many opportunities to work with Vince over our tenure together at NetQoS and CA Technologies in both his developer role, and his Team Lead role. Vince has the type of positive outlook and get it done attitude that you can usually only hope for. His ability to attack a problem with a level head and logical perspective cannot be rivaled. He's very easy to work with as he is a great communicator and is very instructive. We worked through many challenges with a positive outcome and used them as learning experiences for the next set of challenges. I couldn't recommend Vince more, he's a great talent, and a great person.

Sammy Natour

Vince is a great example of exceptional talent and an A-player. Very few software developers boast customer-centric focus as well as strong technical skills. Vince not only possesses both, but also has the personality and enthusiasm to be customer facing. The ability to showcase your organization's talents and skill is critical, and Vince is definitely a person that you can feel confident in that role. While building a team of engineers to handle multiple products in a sustaining/break-fix environment, I sought out Vince because of his ability to learn quickly, his willingness to mentor junior level engineers, and his desire to grow in a critical role. He was a pleasure to work with and I would not hesitate to recruit him again.