

Clifford P. Lyon

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Summary:

Results-oriented technical director with extensive software-engineering experience. Broad range of knowledge and skills, including data warehousing, data visualization, computer graphics, data mining, machine learning, web application design and development, formal product specifications and documentation, and project life-cycle management. Programming experience in Java, Perl, C/C++, PHP; extensive experience with the LAMP architecture; authored custom apache modules; extensive experience with raw HTML/XHTML/XML/CSS; experience with many database solutions, including MySQL, Oracle, Netezza, Sybase, and Berkeley DB. Familiar with MATLAB and Quadstone tools.

Experience:

Since May 2005

CNET Networks, Cambridge, MA

Director, Personalization and Targeting

- Pioneered group focused on data exploration and application architecture supporting business unit efforts to increase user engagement and incremental revenue.
- Used clustering, association-rule mining, and collaborative filtering to train and test models of user behavior, and developed batch-processing framework and service layer for scoring and delivering data to web applications.
- Produced up to a fifteen-fold lift in click-through over control group with user and association-rule based content targeting.

2000–2005

Director, Data Warehouse Infrastructure

- Scaled data-warehouse processing to over four times its original volume, to over 100 million events stored each day.
- Managed mission-critical team with diverse objectives, supporting both operational and business-driven projects.
- Successfully drove projects to migrate the warehouse from Solaris to Linux, and from Oracle to Netezza, reducing total cost of ownership and increasing processing capacity.
- Effectively implemented and coordinated rollout of site-wide P3P privacy policy to reduce impact of the growth of Internet Explorer 6.
- Drove several data-mining efforts, providing data for industry leading business intelligence delivered to premier vendors on competitive products, and used web-activity data to predict sales in the retail space.

1997–2000

ZDNet, Cambridge, MA

Software Engineer

- Provided application development in Perl, Java, and C to improve Internet reporting and data mining.
- Developed and deployed Web-based workflow clients for intranet and Internet using Oracle backend.
- Collaborated with end users to produce custom reports for revenue-based accounts.
- Designed application features to integrate with core technology such as TCP/IP network, Web server, and various system management tools.
- Used programming expertise to improve enterprise Web server and database architectures; maintained and extended pool of Apache Web servers running custom modules.
- Maintained and developed data-extraction applications for clickstream user tracking.
- Created and implemented loading/reporting solutions for Oracle data warehouse.

Education:

2000–2005

Harvard University, Cambridge MA

Master of Liberal Arts in Information Technology

- Co-winner, Dean's Prize for Outstanding A.L.M. Thesis in Information Technology; Class Marshal; GPA: 4.0
- Developed Java-based [interactive toolkit for data visualization and cluster analysis](#), which includes support for MATLAB as a computational engine, and uses Java3D for data exploration.
- Implemented [web-based polynomial texture mapping viewer](#) in conjunction with HP labs, now an open-source project on [java.net](#).
- Developed [test framework for collaborative-filtering algorithms](#), and tested several algorithms, partitioning, and segmentation techniques.
- Implemented [grey-scale image compression using a neural network](#), a technique that duplicates Principal Component Analysis.
- Created [metal-reflectance extension for ray tracer](#) as part of a high-quality ray-tracing project.

1982–1987

Wesleyan University, Middletown, CT

Bachelor of Arts in Music
