

# JD Conley

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[Palo Alto, CA](#)

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## Highlights

- Led a team that developed 5 social games in one year and scaled to over 10 million users
- First technical employee of Hive7, which was acquired by Playdom and later Disney
- Cofounded a company that shipped 10+ shrink-wrapped products
- Contributed over 5000 lines of code to the [pushbuttonengine](#) (an open source Flash game engine)
- Built an advertising transaction processing system that handled over \$1 Billion annually
- Member of Microsoft's Cloud Services Advisory Group for Windows Azure

## Products

Architected and built: [Youtopia](#), [Knighthood](#), [fbasync](#), [IttyBittySoft](#), [SoapBox Communicator](#), [SoapBox Server](#), [SoapBox Development Studio](#), [California Unclaimed Property Search](#).

## Professional Summary

In-depth understanding of software development and business strategy including social MMO Flash games; the ins and outs of shrink wrapping products; enterprise, framework, system, application and network architecture; high performance servers; middle tier development; AJAX and Windows front ends.

Highly scalable designs

Balancing business goals with engineering

Web and game development

Language and technology integration

A/B Testing and Analytics

Freemium business models

## Work Summary



E.&J. Gallo Winery



Stuff That Matters	Experience
ActionScript 3 game development	Expert
Analytics based development	Expert
Social game monetization	Expert
Social network viral marketing	Expert
Microsoft .NET and related technologies	Expert
Network architecture and protocol design	Expert
Performance tuning and analysis	Expert
Data modeling and persistence architectures	Expert
Designing and building reusable frameworks	Expert
Debugging and problem solving	Expert

Filed Patents	Docket Number
Indicating a target user's presence	71173/P001US/10610301
Facilitating communication capability among disparate end-point communication devices	71173/P002US/10610302
Seamless communication system inter-device transition	71173/P003US/10610303

Interesting Technical Articles
<a href="#">Ditch Your Events</a> A deep dive into the performance implications of using events too heavily in your Flash games.
<a href="#">Functional Optimistic Concurrency in C#</a> How functional programming can be put to use to provide a clean implementation of optimistic concurrency.
<a href="#">How to build scalable .NET server applications: memory management</a> An overview of how we did memory management in SoapBox Server in order to make it scale.
<a href="#">10 Reasons ASP.NET Webforms Suck</a> My opinion, based on many years of experience, on why ASP.NET Webforms are dated.
<a href="#">Put Down the Abstract Factory and Get Something Done</a> Another opinion piece about the perils of over designed software in startups.
<a href="#">From the trenches of my first software startup</a> An insight into my personal history, and lessons I learned by starting a software company.

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## Experience



**SEAL Team**

2010

**Lead Developer**

2010



**CTO / Chief Software Architect**

2008 to 2010



Responsible for software architecture, product development, and technology strategy for Hive7 (<http://www.hive7.com>), a social MMO gaming startup. Introduced to Hive7 when they were having trouble scaling Knighthood, their first hit title, and smoothly scaled it from 500,000 to over 8,000,000 users.

ActionScript 3

Hive7 was acquired by Playdom in June of 2010 for an undisclosed amount, which was subsequently acquired by Disney in August of 2010 for over \$760MM.

Flash Performance Tuning

Spearheaded the monetization and analytics effort in titles, taking Hive7 to profitability.

MMO Game Engines

Facebook

Member of the centralized SEAL Team which helps struggling game teams meet deadlines and implement difficult technology.

MySpace

Oversaw the development of seven new titles and was lead developer on three of them. Managed five direct reports, outsourced development teams, and local contractors.

Database Partitioning

Analytics

Developed reusable client/server systems and services for MMO games that enabled rapid development and extreme scalability.

Monetizing Free Games

Virtual Economies

Managed the development and deployment process for rapid, analytics-driven, development where changes were in front of customers the same day they were coded. Live games were often updated on the fly multiple times per day.

Built an isometric game engine in Flash that supports thousands of on-screen objects, contributing to the [pushbuttonengine](#) along the way.

**Experience: ActionScript 3 (AS3), Database Sharding (Partitioning), PushButtonEngine (PBE), Tweeners, Fbasync, FBML, XFBML, FBJS, Facebook Connect, Javascript, jQuery, C#, XML, JSON, HTML, Multi-threading, ASP.Net MVC, AJAX, UML, Design Patterns, LINQ, LINQ to SQL, Lambda Functions, SQL, RabbitMQ, memcached, IIS7, PHP, MySql, Java, A/B Testing, Multivariate Testing**

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## Consultant / Software Architect

2007



WCF/SOA

Lead developer and architect for Abso's public facing web site (<http://abso.com>). Abso is a rapidly growing company and was in need of a scalable development process and architectural guidance. Utilized the public web site project to develop a standard for software architecture and demonstrate agile development processes.

AJAX

Mentored staff on advanced .NET topics, test driven development, multi-threading, and migrating from .NET 1.1 to .NET 3.5.

Unit Testing

Managed the project from conception to release, through multiple full product lifecycles. Gathered requirements; designed the SQL databases; implemented services using Windows Communication Foundation; wrote ASP.NET AJAX based front end web pages; and managed outsourced development, graphics, and quality assurance teams.

Mentoring

LINQ

**Experience: C#, XML/XSLT, HTML, Multi-threading, ASP.Net, AJAX, UML, Design Patterns, Unit Testing, Documentation, Test Driven Development, LINQ, LINQ to SQL, Lambda Functions, SQL**

Outsourcing

## Cofounder and Principle Software Architect

2001 to 2007



Shrink Wrapped Products

Lead developer and architect with three direct reports for the SoapBox family of products, a .NET based implementation of the IETF specification for XMPP including multiple shrink wrapped versions of a server, desktop client, mobile client, and SDK.

Scalability

Scaled SoapBox Server to 250,000+ simultaneous users on a single server. SoapBox Communicator is installed on over two million desktops.

Responsible for all phases of software development, including requirements, design, development, testing, compliance, porting to multiple CLR's, deployment, and even customer service.

Unit Testing

Active in the XMPP standards process.

.NET

**Experience: VB.Net, C#, XML/XSLT, HTML, Multi-threading, ASP.Net, AJAX, UML, Design Patterns, Technical Support, Unit Testing, Documentation, SSL, TLS, MD5, TCP/IP, Winforms, GDI+, Mono**

Shrink Wrapped Products

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## Senior Consultant

2003 to 2006



As a Senior Consultant for Kiefer Consulting, I had a wide variety of roles and responsibilities at both private companies and large California state agencies.

Web Services

Performed both high level and detailed design work, as well as design reviews. Wrote guideline documentation, and developed best-practice methodologies. Developed web software using .NET technologies. Trained developers on the .NET framework, and teaching .NET mentoring sessions

Distributed Development Process

Presenting technical information in front of groups ranging up to 50 people.

Mentoring

**Experience: Teaching, Public Speaking, .NET Development, N-Tier architecture, Web Services, Clusters, UML**



## Consultant / Software Engineer

2001 to 2003

COM+

TNN - The Newspaper Network – was an advertising firm that carried the slogan: "One Contact. One Rate. One Invoice." TNN was acquired by the Associated Press at the end of my contract, due largely to the advertising placement and transaction processing systems we built.

N-Tier Design

Built distributed systems responsible for processing \$.5 billion initially, growing to over \$1 billion in transactions annually by the end of 2003. Created numerous websites used by both sales staff and customers. Mentored and trained members of the team on .NET, XML, XSLT, COM+ and VB.

XML/XSLT

**Experience: .NET, XML/XSLT, HTML, ASP.NET, COM+, Visual Basic, nTier, Error Handling, UML, Design Patterns, Documentation**



## Consultant / Software Developer

2001

E & J Gallo is one of the world's largest wineries. They own more than 50 brands of wine and malt beverages and are focused on differentiation through technology.

XML/XSLT

**Experience: XML/XSLT, ASP, MS-SQL, Full-Text Indexing, Visual Basic, nTier, CSV**



## Software Developer / System Administrator

1999 to 2001

Malibu Boats is the world's largest manufacturer of recreational ski/wakeboard boats.

VB

Upgraded database applications to transition through "Y2K". Integrated HR software with a Biometric time clock system. Interfaced with manufacturing equipment to provide data analytics on use of raw materials.

SQL Server

**Experience: Visual Basic, Access, SQL Server, Crystal Reports, System Administration, Biometrics, Information Security, Great Plains, VPN, Telephony**