

# JEREMY B. EDBERG

jedberg@gmail.com

19641 Drake Drive, Cupertino, CA, 95014

Mobile: (510) 501-1783

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## EXPERIENCE

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### **reddit.com**

San Francisco, CA

*Operations Manager and Senior Product Developer*

*March 2007 to Present*

Involved in the design and testing of all major site features, system architecture, capacity planning, budgeting, operations, marketing, determining new product directions and ideas, vendor relations, writing open source code, promotion and all other aspects of running reddit.com, one of the largest Pylons based websites on the internet. Oversaw a 500% traffic growth and keep costs down by maximizing automation while minimizing infrastructure. Required to be an expert on how the system works end-to-end and learn and integrate new technologies quickly. Major personal accomplishments:

- Built a transactional system that can support 140M+ page views per month with just one administrator.
- Brought operational maturity. Created a set of tools to reduce code deployment time from 30 minutes to 1 minute. Implemented a monitoring infrastructure to send alerts before problems become critical, including self-healing to minimize operator involvement. Created tools to monitor traffic in real-time. Set-up and currently maintain a ticketing system and code repository using Trac, Mercurial and git. Oversaw a four-fold growth in infrastructure.
- Planned and carried out a move of reddit's servers from Boston to San Francisco with no downtime and then 1.5 years later planned and executed a move of reddit's servers from colocated hosting to Amazon's EC2.
- Designed, implemented and currently maintain a white-label embedable voting widget based on reddit technology. With an advanced, self-documenting interface easy enough for non-technical editors, it is used by hundreds within Condé Nast. At least one new poll is created each week, including interactive advertising that was nominated for the Best Interactive Advertising Webby Award. The voting widget does 6M+ pageviews per month and brings in millions of dollars in revenue annually.

### **eBay, Inc.**

San Jose, CA

*Senior Systems Engineer*

*July 2006 to March 2007*

Responsible for the daily operation of eBay's development lab. Projects in the lab were Proof-of-Concepts for hardware and software with bleeding edge technology from such companies as Apple, F5, Azul Systems, Panta Systems, VMWare, Sun, HP, IBM, Cisco, Netgear and others. Also worked closely with the developers and architects to help plan what eBay's hardware will look like in a three year time-frame.

*Senior Information Security Engineer*

*July 2003 to June 2006*

Key member of a small team of engineers responsible for protecting 210+ million users from external threats and the security of the largest transactional e-commerce system in the world. Responsibilities entailed developing fraud detection and prevention software (patent pending); investigating computer crime; developing investigation tools; making purchasing recommendations for software and hardware / appliance based security products; and serving as a security consultant for the entire organization as well as customers. Key accomplishments:

- Deployed eBay's authenticated email infrastructure, which involved creating our Sender Policy Framework DNS entries and working with the developer of the standard, AOL, Microsoft and the community to make eBay's record the standard format for large mail installations; also entailed working with Cisco and Sendmail to help define the DKIM standard and help them create use cases. Worked with the business units to help create business justification for deployment of DKIM infrastructure.
- Assisted with the design and deployment of eBay Inc's IDS and log aggregation/correlation system.
- Designed and developed an automated Sarbanes-Oxley (SOX) data collection program in Perl to replace the scripts provided by Price Waterhouse Coopers, saving the company thousands of dollars in consulting fees and saving computing resources by being able to run the program with 10% of the resource utilization, reducing the time to run by 98% and providing 100% coverage.
- Developed and tested the fraud prevention technology in the eBay toolbar, which was deployed to over 5 million users. Consulted with the Product team to define new features for future versions.
- Evaluated, recommended and implemented the web application scanner Webinspect for use by the entire QA organization and evaluated and recommended purchase of network scanning appliances.

### **Sendmail, Inc.**

Emeryville, CA

*Network / Security / Systems Administrator*

*December 1999 to August 2001*

Principal responsibility in multiple areas, including Linux/FreeBSD/Solaris administration; infrastructure projects; user support of a mixed Unix, Windows and Macintosh environment; configuration and maintenance of all network services,

firewalls, routers and equipment for all offices worldwide; around the clock monitoring of mission critical, customer facing servers and all internal servers and services; acting as Postmaster for the world's most bleeding edge Sendmail installation; answering user questions and solving problems in a timely manner via a helpdesk system. Projects:

- Developed the following tools using Perl and shell scripting: LDAP administration tool; automated checks for bad passwords, disk usage, shared disk auditing and cleanup; 802.11b wireless network administration tools via SNMP; and an IT ticketing system.
- Designed and deployed a secure wireless network throughout the corporate headquarters.
- Planned and executed a move of the main server room with 40+ critical machines and a separate move of our company's webstore from one co-location facility to another, executed with a minimum of downtime resulting in an annual savings of \$100,000.
- Replaced a costly Java knowledge base with a free, open source solution, saving the company \$80,000 in annual license fees.
- Configured machines and developed a refresh system for use at industry trade shows, decreasing turn around time from two weeks to one day and attending shows as the company's technical sales representative.

## **Yellow Phoenix Consulting**

Berkeley, Santa Clara, and Cupertino, CA

*Consultant / Principal*

*August 2001 to Present*

Key engagements: Evaluation of competitors' websites and creation of a company's online strategy; Setup of an accounts receivable system for a law firm, increasing billability by 20%; Database conversion, removing the need to hire an administrative assistant.

## **University of California, Berkeley**

Berkeley, CA

*Special Projects Coordinator*

*August 1996 to November 1999*

Planned, designed and implemented networks and infrastructure, including programming, cabling and hardware installation; performed various technical writing and analytical functions. Trained, hired and managed 35 employees.

## **EDUCATION & TRAINING**

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### **University of California, Berkeley**

*January 1996 to December 1998*

*BA, Cognitive Science*

*May 2002 to May 2003*

Emphasis in Cognitive Linguistics. Took time off to start my own business, gain work experience and keep skills current. Selected upper division coursework included: Cognitive Linguistics, Artificial Intelligence, Neural Theory of Language, Cognitive Metaphors, Cognitive Neuroscience, Consciousness and Phonetics and Phonology.

### **Forensics, Investigation and Response Certification – SANS Great Lakes** Chicago, IL, *May 2004*

Topics included incident response, forensic preparation, windows and UNIX/Linux forensics, data recovery and analysis, malicious code analysis, law enforcement interaction and case law, and corporate and managerial legal concerns.

### **ArcSight Security Analyst Certification – ArcSight On-Site Training** Cupertino, CA, *April 2006*

### **Solaris Sysadmin Fast Track Certification – Sun Education Services** Boston, MA, *December 2000*

## **HOBBIES & INTERESTS**

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### **eBay Foundation – Member – Grant Review Committee** San Jose, CA, *October 2005 to October 2006*

Member of a small group who reviewed grant proposals submitted to the Foundation by eBay employees. Helped determine whether to award grants to the organizations and how much to award. Grants were evaluated in areas such as program budget, leverage of grant money, measurable outcomes and other related categories.

### **Blue Hills School – Classroom volunteer** Saratoga, CA, *August 2004 to Present*

Classroom volunteer for a 4th grade classroom. Help prepare science lessons, grade papers, prepare art projects, lead enrichment lessons and chaperone field trips, as well as any other duties helpful to the classroom teacher.

### **Acmeinter.Net – Volunteer System Administrator / Founder** Cupertino, CA, *May 1998 to Present*

Acmeinter.Net provides web space and email services for non-mainstream publications and other non-profit organizations. Before December 1999, it was a for profit ISP. My responsibilities included the development and continuing maintenance of the ISP serving approximately 25 customers; planning and implementation of all network infrastructure; and creating budgets for the purchase of computer equipment and connectivity fees. Responsibilities still include maintenance of the mail server, webserver, firewall and database.

Interests include creative writing, videography, photography, SCUBA diving, building models and volunteering in local classrooms.