

Mark Bailey

Web system architect, software developer, requirements analyst.

Summary of skills

- Design of large scale systems, using Object-Oriented Programming and Service-Oriented Architecture. (16 years)
- Implementation of these, using SQL, HTTP, (X)HTML, Apache, CSS, JavaScript. (16 years)
- User-centric design, workflow analysis, pragmatic optimisation and prioritisation. (16 years)
- Expert at efficient coding and algorithm design using Perl (13 years) and more recently, PHP and Python.
- Experienced project manager using Scrum, Kanban, Agile and test-driven development. (11 years)
- Training, mentoring and recruitment. (21 years)
- Linux and Microsoft Windows operating systems and shell scripts. (22 years)
- Recent experience of WordPress, Drupal and Django.
- Occasional Java and C++.

Education

- B.A. (Hons.), 2ii, Mathematics, University of Oxford, 1985-88. In my final year I specialised in Algebraic Coding Theory, Complexity Theory, Information Theory, and Cryptography.
- P.G.C.E., Mathematics, University of Bristol, 1990-91.

Work Experience

2012 - Present, Software Developer and Consultant, Eastface Technology

eastface.co.uk

I recently formed my own company to use my skills in a wider variety of situations.

1999 - 2011, Amazon (IMDb)

www.imdb.com

IMDb is the world authority for film and TV information, serving 100 million monthly unique visitors. They have 2 million titles, 4 million names, and 40 million credits. It is a subsidiary of Amazon and shares an insistence on technical excellence. I had 3 roles during my time at IMDb.

2006 - 2011, Senior Software Development Engineer, Amazon (IMDb)

As Senior Software Development Engineer, making major contributions within a team that grew to 10 engineers. My key achievements include:

- Numerous key components to enable the transition from inconsistent legacy systems to a formalised Service Oriented Architecture.
- Internationalisation - Lead developer for the restructuring of back end systems to support international versions of the site, opening important new markets.
- Project management, strategic planning, mentoring and recruitment.

2001 - 2006, Data Team Manager, Amazon (IMDb)

Whilst still fulfilling a technical role I also became manager of the newly-formed Data Team, comprising data managers and software developers. I reported directly to the CEO and was part of the Leadership Team, setting the strategic direction of the company. I stayed in this role for 5 years. Key achievements:

- Migration of data and workflow to the Online Data Management platform which I had previously designed.
- Cleared substantial backlogs of new data and increased throughput by a factor of 320%.
- Up to 14 direct reports dotted around the world. Recruitment, staff development, performance management, etc.

1999 - 2001, Software Development Engineer, Amazon (IMDb)

I joined IMDb as one of only 3 software development engineers, to take care of internal data management tools and storage. I worked closely with the data managers to make massive efficiency improvements in the way they processed new data - identifying best practice and writing tools to automate and simplify all stages of a complex workflow. I conceived, designed and built the Online Data Management system. This is still used to store and manage the bulk of IMDb's data (61M items).

1995 - 1999, Research Engineer, Hewlett-Packard Labs Bristol.

www.hpl.hp.com/bristol

In the early days of web applications, I developed services for directories and information routing, maps, and music sharing. I used Java, IIS and Active Server Pages. As a member of the "Living The Vision" project I deployed these systems in the purpose-built, showcase headquarters.

1993 - 1995, Various short-term jobs, Bristol.

This included some teaching and IT support for Sun Alliance insurance.

1991 - 1993, Outdoor Education Instructor, Snowdonia.

I spent 2 years facilitating personal and team development through outdoor activities including rock climbing, canoeing, mountain walking and problem solving. I worked mainly with children, but also ran some team building courses for adults.

Other Interests

Before I had a family I led many mountaineering expeditions, including to previously unclimbed peaks in Arctic Greenland. Nowadays I'm a keen mountain biker. I am guitarist and lead singer in a popular band, and I am one of the founding organisers of the Nibley Music Festival - A not-for-profit event that has grown steadily since 2007.

Contact

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References available on request.