SCOTT
MCMASTER

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PROFESSIONAL SUMMARY

Experienced software engineering leader and technical architect. Manager with international exposure and an eye toward hiring and growing talent. Outstanding experience at some of the world's top established and growing companies. Balances a pragmatic focus on the business with the design of high-quality software systems built to evolve and last long-term.

EDUCATION

Ph.D. in Computer Science | University of Maryland – College Park
2008
- Research and dissertation in the field of software testing.
- Coursework included artificial intelligence (AI), high performance computing, and advanced software testing.

Additional Education

- Seattle University: Master of Software Engineering, 2001
- University of Nebraska – Lincoln: B.S. in Mathematics with Physics Minor, 1994

EXPERIENCE

Promoted.ai | Software Engineer (Founding Team)
2021 – 2022
- Early engineer (team of 6) at a YC-backed startup using AI and ML for marketplace feed ranking delivered as low-latency SaaS.
- Drove critical design, infrastructure and implementation choices for SDKs, real-time and batch APIs, data ingestion, and machine learning pipelines.

Twitter | Software Engineering Manager, Revenue Experience (Ads)
2019 – 2021
- Led the team (15 direct reports) responsible for the business onboarding, campaign management, and reporting experiences for advertisers on ads.twitter.com.
- Worked with business owners on product planning and roadmaps.
- Managed engineers across different engineering centers and remotely.

Grab | Senior Software Engineering Manager, Ads and Data Monetization
2018 – 2019
- Founding engineer and engineering manager of the GrabAds advertising platform.
- Responsible for the overall direction and implementation of the microservices architecture, as well as engineering on other advertising-related efforts in coordination with the business.
- Hired, managed and led distributed teams in Seattle, Singapore, and Vietnam, around 30 people total.

Microsoft | Principal Software Engineer
2016 – 2018
- Technical lead for Microsoft Azure Analysis Services Web Designer preview, now part of Power BI. Directed the work of a team of full-time engineers and contractors in Russia.
- Integrated DAX query language support in Visual Studio SQL Server Data Tools and SQL Server Management Studio.

Google | Senior Software Engineer
2009 – 2015
- Led the integration of Cloud Trace (now Stackdriver Trace) into Google Cloud Console.
- Designed and built developer tools for cloud computing, including project hosting, source code, monitoring, debugging, and performance analysis.
- Built internally and externally facing user interfaces and APIs for AdWords and AdSense. Constructed a data processing and analysis pipeline for AdSense.

Other Industry Experience
- Amazon.com (Software Engineer III) – Seattle, WA 2007-2009
- Lockheed Martin (Software Engineer III) – Papillion, NE 2005-2007
- BDMetrics (Chief Architect @ small startup in parallel with graduate school) – Baltimore, MD 2004-2005
- Microsoft (Lead Test Engineer, Software Design Engineer) – Redmond, WA 1995-2002
- HealthCare Communications (Head of Newton Product Development) – Lincoln, NE 1994-1995

TEACHING

Seattle University | Adjunct Professor, Master of Software Engineering Program
2009 – 2021
Developed original course materials for six graduate classes -- Object Orientation; Software Design; Software Architecture; Web Application Testing; Data Structures; and Data Modeling.

University of Washington | Adjunct Professor, Professional Master of Computer Science Program
2014
Developed an original course, a survey of the entire field of Software Engineering. Taught to over 40 professional masters students.

SKILLS

- Managing and leading internationally distributed development teams
- Implementing high-quality, efficient software development tools and processes
- Software design and architecture, distributed systems
- Java, C#, TypeScript, Golang, Ruby, SQL
- Cloud computing, AWS, Azure, DataDog
- Spring, Neo4j, MySQL, SQL Server
- Casually proficient speaker of Chinese (Mandarin)

SAMPLE PUBLICATIONS AND CONTRIBUTIONS

Open Source | Primary Developer
Google Appraise Eclipse Plugin (https://github.com/google/git-appraise-eclipse)

Google Cloud Trace Java SDK (https://github.com/GoogleCloudPlatform/cloud-trace-java)

TrafficCamBot (https://github.com/scottmcmaster/TrafficCamBot)

Promoted.ai SDKs (https://github.com/promotedai/promoted-ts-client & https://github.com/promotedai/promoted-ruby-client)

Books

Microservices Testing in Brief. Scott McMaster. Kindle Edition (https://www.amazon.com/dp/B0876N9SP6). April 16, 2020.

Web Application Testing for Developers. Scott McMaster. Kindle Edition (https://www.amazon.com/dp/B01MY7PEG1). January 12, 2017.

Mock Object Testing with Examples Using EasyMock. Scott McMaster. Kindle Edition (https://www.amazon.com/dp/B071Y2NXYW). April 15, 2017.

Patents

Talby, David and McMaster, Scott David. 2015. Dynamic model based software application development. U.S. Patent 8,949,772, filed June 1, 2009, and issued February 3, 2015. Assigned to Amazon.com.

Talks

Speaker at many user groups, meetups, academic and industrial conferences in the U.S. and China.