Jean-Noël Rivasseau

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PERSONAL
INFORMATION

Born July 4th, 1981
French citizen
Married

OBJECTIVE

As founder of a startup, my main goal is to grow our business in the web intelligence field: website conversion optimization and A/B testing. I am looking for customers, as well as commercial and technical partnerships to strengthen and expand our expertise in this key market.

My skills in management and business development are strong through my entrepreneurial experience. From a technical point of view, my responsibilities as the lead programmer / CTO of Kameleoon allowed me to master all the pieces of Web infrastructure. My specialties are free software systems, complex web enterprise systems - especially Java JEE architecture - and rich Web applications using JavaScript.

EDUCATION

MSc. Program in Computer Science
University of British Columbia, Vancouver, BC, Canada

Ingénieur de l'Ecole Polytechnique (MSc. in Mathematics)
Ecole Polytechnique, Palaiseau, France

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RECENT
PROFESSIONAL
EXPERIENCE

CEO   **Shoopz**
                                                         February 2008–Present

Director and founder of Shoopz, a startup developing the Kameleoon technology. Kameleoon is a complete A/B testing solution to optimize web conversion. With this solution, a marketing department service can easily manage A/B testing campaigns without worrying about technical issues, and without reliance on the IT department. Return on Investment is very strong.

Being the director of a startup is an unique and extremely intense experience. The responsibilities are enormous in all fields: management, business development, R&D and technical development, financial management, partnerships, fundraising and grant applications, legal issues. . .

Senior Software Engineer   **FastBooking**
                                                          R&D, Paris, France
                                                January 2007–February 2008

I was part of an R&D team of about 5 persons. I maintained the company servers and mission-critical online applications in an 100% open-source environment (LAMP stack mainly). I also took part in the development of entire websites, dedicated to the promotion of hotels using our company booking systems. For example, our most recent online distribution site, Only-Recommended-Hotels, was developed in our team in only 3 monthes. I took a large part in its architectural design and actual coding.

Software Development Engineer   **Oberthur Card Systems**
Personalization and Production Systems   **R&D, Nanterre, France**
                                                   October 2005–January 2007

I developed a complete smart card personalization system, handling everything from the banks input files to cryptography and actual electric personalization. I worked with several teams in order to bring the product to our clients: R&D teams (during development of the mask software), personalization software development teams, and finally production teams in order to deploy the software in the factories.

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- Languages: French (mother tongue), English (fluent), Russian (fluent), Spanish (notions).

- Expert and specialized knowledge: My current focus is on web intelligence and revenue optimization. Traffic is good, conversion is better - you will get a much better ROI by spending on conversion optimization. I know perfectly everything that revolves around A/B testing.
  I am also an expert in the following fields: probabilistic machine learning and graphical models, computational statistics and Monte Carlo methods, Web Crawling (using Heritrix), full-text search techniques (Solr, Lucene), and large-scale / clustered systems (Hadoop, MapReduce).
  Finally, I am a Gentoo Linux developer (Java team).

- Computer Languages and Skills: I have very strong skills in object-oriented programming (Java, Groovy, Python, PHP, C++) and web (or other client-server) technologies: JEE, Ajax, SQL, JavaScript, XML / DOM, XSLT, (X)HTML, CSS...

- Frameworks and Libraries: I use a lot of libraries and am specially experienced in web application frameworks. Here is a list of frameworks I know: Spring (MVC), Grails, Hibernate (ORM), JEE Servlets, Compass, Lucene, Qooxdoo, jQuery, Google Web Toolkit (GWT), XUL / XPCOM, Boost, Qt, Sitemesh, Smarty...

- Web Services: I am familiar with web services and how to implement them (REST, SOAP, etc). Some particular web services I have worked with: Google Analytics, Xiti, Adobe Omniture, Google Maps, PayPal.

- Experience of a wide range of developer tools and server software under different environments:

  - OS and core tools: UNIX (Linux, Mac OS X), Bash, ssh.
  - Development tools: Eclipse, gcc, javac, GDB, Ant, Gant, make, Git, Subversion.
  - Server software: Apache httpd, lighttpd, nginx, Tomcat, Jetty, MySQL, PostgreSQL, Postfix, cfengine, iptables, vsftpd.
  - Other: Gimp (with advanced scripting knowledge), LaTeX.

- Excellent writing and presentation skills.