

CARL ORTHLIEB

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Senior Engineering Executive SaaS and Enterprise Software Commercial and Consumer Products

Acquisition and Integration On-Time, On-Budget Results Offshore Operations 170 Engineers

Game-changer Turnarounds Mentor Ideas Kaizen

CA TECHNOLOGIES INC Redwood City, California **2011 to Present**

Vice President of Engineering, Project Portfolio Management

- Turnaround of a 160 person organization that had not delivered software in four years: PPM v13 delivered on schedule
- Reduced SaaS deployment times from 3 hours to 14 minutes (93%) which cut per customer costs drastically
- Ramped up automation program to realize 377 man days of QA savings in under 6 weeks

PURE DIGITAL TECHNOLOGIES INC San Francisco, California **2009 to 2011**

Director of Engineering, FlipShare

- Delivered sharing and streaming of HD movies and photos via personal Flip Channels, YouTube, MySpace, and Facebook
- Developed the first mobile versions of FlipShare for iPhone, Blackberry, and Android and the first set top box FlipShareTV
- Introduced static source code analysis to detect 900+ hidden bugs as part of the development process
- Grew the team by over 100% to address flourishing market demand and an increasingly diversified product portfolio
- Rewired engineering organization from waterfall to scrum in order to create a culture that is nimble and embraces uncertainty

ARIBA INCORPORATED Sunnyvale, California **2006 to 2008**

Vice President of Engineering, Applications

- Turnaround of two product teams (~60 people) with a history of late delivery and poor quality
- Accomplished 2 SaaS releases with 25% improvement in quality, over 80 major features, and schedule variance of less than three percent
- Cross-ported SaaS release back to Enterprise to deliver a product suite with scalable performance and battle-tested code while adding over 70 features and improving quality an additional 20%
- Revamped sustaining operations to establish clear goals, increase efficiency, ensure visibility, and respond quickly to issues with a minimum of resources

ADOBE SYSTEMS INCORPORATED San Jose, California **1989 to 2006**

Senior Director of Engineering, Lifecycle Server Products **2001 to 2006**

- Key member of acquisitions team that created a technology portfolio for a new \$190M Enterprise business
- Led a team of 150 responsible for product and platform engineering, QA, and program management
- Formed a tiger team to evaluate and harmonize Adobe/Macromedia server technologies within 6 months of acquisition
- Spearheaded new business opportunity that gave Adobe credibility in the burgeoning healthcare vertical

Director of Engineering, Acrobat **1997 to 2001**

- Delivered 3 major releases and built the right software to propel Acrobat into a \$292M business with Reader downloads in excess of 1.5M per week
- Co-invented "Reader Enablement": a method to let users of Adobe Reader unlock advanced functionality while having document authors pay Adobe – IRS pays \$1M per year for the feature

Engineering Manager, Acrobat **1992 to 1997**

- Engineering lead for value-add Acrobat capabilities: forms, review & markup, security, digital signatures

Senior Computer Scientist, PostScript Developer Support **1989 to 1992**

- Low-level printer driver analysis, embedded reference system and performance testing, documented new functionality and developed compatibility libraries for PostScript developers

EDUCATION

Stanford University, Palo Alto, CA	AeA Stanford Executive Institute	1997
Stanford University, Palo Alto, CA	Coursework towards MS CS Degree	1993 to 1995
UC Berkeley Extension, Redwood City, CA	Project Team Dynamics	1991
University of Waterloo, Waterloo, ON	B.A.Sc. Systems Design Engineering (Honors)	1986

PATENTS/AWARDS

Awarded: US 7,213,269 Application Rights Enabling

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