



# Ümit Yalçınalp, Ph.D.

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## Experience

### Architect, Adobe Systems

2010-present

Member of **Business Architecture Team** that is responsible for end2end SaaS architecture and integration of systems for **Creative Cloud Membership, CS6, CS5.x** and **CSLive**. Responsibilities included

- **Flow, Integration and Interface** designs of individual systems (such as retail subscription management subsystem).
- **Identity Management** Requirements, Design and documentation contributions for CS6, CCM Team and Enterprise Editions
- **Technical Guidance** to individual products for enabling Membership (Subscription)
- Interface to **UX** team for CS6, Signup/Signin and CSLive designs
- Architectural design of **iOS integration** for new product offerings on tablets; desktop identity management UX flows and integration architecture with browser
- Contributed to **2 patent** submissions, 1 **externally published paper** (see publications)
- Gave **3 talks** in in SOA Cloud and Service Technology Symposium 2012 and European conference on Service Oriented and Cloud Computing (ESOCC 2012). Served as program committee member of ESOCC 2012 and Adobe Tech Summit 2013.
- Selected for **Women Unlimited Lead** program; Appeared in panels at Grace Hopper Conference and Girls in Tech LA.

### Evangelist, Salesforce.com

2009-2010

Evangelist for Cloud Computing and the Force.com Platform.

- Advocated new initiatives such as **social platform Salesforce.com Chatter** and **VMForce** to developers.
- **Advocated Force.com** PaaS, **wrote technical** blogs & articles and **gave presentations** at conferences such as QCon London 2010, Cloudforce 2010, Cloud Connect 2010, Cloud Play 2010, developer meetups and in University liaison programs. Developed **sample applications** for developers to illustrate features, releases and capabilities of the platform.
- Presented **competitive analysis** to executives.
- Organized HTML5 training for the evangelists.
- **Program committee** member in European Conference on Web services (2010 & 2011).
- Named as one of the **most influential bloggers** from Salesforce and "**5 Women Tech Leaders that you should follow on Twitter**" by Jo Miller at the website of Anita Borg Institute of Women and Technology in 2010.

### Chief Geek Officer, meGoMobl.com

2009

**Founded stealth startup** for developing **mobile** consumer applications, led product and user experience design, prototyping, technical architecture and market analysis with 3 others for **location aware** apps.

## Research Architect, SAP Labs

2004-2009

- Hired and managed a team of 4 in SAP Research.
- Led a novel **declarative and metadata driven application development** and data oriented service paradigm targeted for **next generation developers**, with a new **RESTful** transaction protocol, domain specific languages (**DSL**), **Web2.0** technologies (such as Ajax, HTML, Javascript libraries & Ruby), to simplify enterprise application development. Developed a new framework for **dynamically generated UI flows** with templates and scripting.
- Investigated **emerging social networks** for enterprise applications.
- **Speaker** at conferences, including OASIS and SOA Symposiums.
- **Co-supervised** a MS Thesis successfully completed (Hasso Plattner Institute in Germany).
- **Co-authored** a book on Web Services and Contract design. (see publications)
- **Program committee** member in International Conference on Service Oriented Computing (2008)
- **Authored** and **editor of/contributor** to several specifications in standards organizations such as **W3C, OASIS** and **Java Community Process** (see publications)
- Provided **architectural development, guidance** and **program management** to internal groups utilizing the **standards** and **emerging technologies** that were considered for standardization on Java, various specifications for Web Services and EJB 3.0.
- Worked as a **liaison to external partners** on standards development, positioning, issue resolution and acceptance.
- Ranked **3<sup>rd</sup> in blogging** in SAP on Web Services.

## Consulting Member of Technical Staff, Oracle

2002-2004

- **Architect for the Web Services stack** developed with JAXRPC and data binding JAXB.
- Set **technical direction** for WSDL, Policy and data binding.
- Represented Oracle in **standards bodies for Java and Web Service** development.
- Author of several Oracle position papers and submissions to w3c.

## Staff Software Engineer, Sun Microsystems

1998-2002

- Architect. Co-authored **EJB 2.0** specification and **developed EJB QL**. Worked externally with partners and internally with developers driving the specification to completion and deployment. Contributed to other Java specifications, such as Servlet, JSP, Connector, J2EE. Led **content transformation** service architecture and development to support heterogeneous browser clients ranging from mobile devices to desktops using XSL, XML and HTML.
- **Speaker** at JavaOne Conferences.
- Sun's representative to **XML Query, XML Core, XSL** working groups in **w3c** and related internal engineering leadership groups.
- Authored several patents, and awarded patent.

## Manager/Researcher, Price Waterhouse Coopers Research Center

1996-1998

- Led the deployment and adoption of **NotesExplorer**, a research product for knowledge extraction from semi-structured in Lotus Notes databases to 5000+ users. Led the investigation

of **load balancing architecture** and various enhancements to the system.

- Developed a novel **messaging** system for alerting users on **Edgar filings** collaborating and integrating with other researchers.
- Arranged PW's participation in **Java Foundation Classes beta program** at Sun Microsystems and organized a developer day with Sun, IBM, BEA and Microsoft.

**Staff Software Engineer, Sybase Inc.**

1995-1996

- Led the development of **web.sql**, Sybase's **first web product** for connectivity that allowed HTML pages to embed high level **connectivity tags** and Perl statements.
- Key developer in building a prototype for web based GUI tool pioneering JavaScript using specific database metadata.

**Application Architect, Vantive**

1994-1995

- Owner of the design, implementation, deployment and support of **Help Desk** product.

**Manager/Lead, Quintus Corp.**

1992-1994

- Responsible for **Quintus WorkPro** product family.

**Education**

**Ph.D.** Case Western Reserve University

1991

**M.S.** Case Western Reserve University (**best MS thesis award**)

1987

**B.S.** Middle East Technical University (**top in graduating class**)

**Skills**

Design and Architecture of new products for the web; Product development in every cycle of development from research to conceptualization, from development to deployment and testing; Extremely quick learner and thinker; Technology Evangelism; Author of technical books, specifications, articles and position papers; Speaker at Conferences; Provider of technology evaluation, architectural and technology guidance to multiple departments within a corporation; Technology and project management to meet customer requirements; Effective with junior engineers as well as senior level management towards achieving common goals; Very creative, flexible and goal oriented; Positive outgoing personality. New concepts and design enthusiast; Mentor to other women engineers;

## Select Publications:

### Book:

- [Web Service Contract Design and Versioning for SOA](#), co-author, Prentice-Hall, 2008.

### Refereed Conference Papers:

- [Device Token Protocol for Persistent Authentication shared Across Applications](#), John Trammel, Umit Yalcinalp, Andrei Kalfas, James Boag, Dan Brotsky, Springer-Verlag Lecture Notes In Computer Science, Proceedings of ESOC 2012.
- [A grammar for standardized Wiki markup](#), Martin Junghans, Dirk Riehle, Rama Gurram, Matthias Kaiser, Mário Lopes, Umit Yalcinalp, WikiSymposium 2008.
- [Quintus WorkPro Architecture: A glue for Building Business Applications](#), L. Ü. Yalçinalp, G. Saab, D. Ferguson and D. Bowen, *Proceedings of Second international Conference on Practical Applications of Prolog*, pp. 581--591, 1994.
- [Ushell: An Environment for Introduction to Logic Programming](#), L. Ü. Yalçinalp, in *Proceedings of the 1993 ACM/SIGAPP Symposium on Applied Computing*, pp. 598--603, ACM Press, 1993.
- [Utilizing Groupware: BP's Knowledge Networks Project](#), D. MacIntosh and L. Ü. Yalçinalp, in *Proceedings of Groupware92*, Morgan--Kaufmann, pp. 456--460, 1992.
- [Uncertainty Reasoning in Prolog with Layered Meta-Interpreters](#), L. Ü. Yalçinalp and L. Sterling, in *Proceedings of the 7th IEEE Conference in AI Applications*, pp. 398--402, IEEE Press, 1991.
- [Building Embedded Languages and Expert System Shells in Prolog](#), L. Ü. Yalçinalp and L. Sterling, in *Proceedings of the Tools for Artificial Intelligence Conference*, pp. 56--62, IEEE Press, 1990.
- [Explaining Prolog-Based Expert Systems Using a Layered Meta-Interpreter](#), L. Sterling and L. Ü. Yalçinalp, in *Proceedings of 11th International Joint Conference in Artificial Intelligence*, pp. 66--71, Morgan--Kaufmann, 1989.

### Industry Standards Specifications:

- [Service Component Architecture Policy Association Framework](#), September 2006, **editor**, Open SOA Collaboration. ([www.osoa.org](http://www.osoa.org))
- Editor for **WS-Policy Family** of Specifications. Also original author of W3C member submission documents, [Web Services Policy Framework](#) (March 2006) and [Web Services Policy Attachment](#) (March 2006). Co-Author of the [Web Services Policy Guidelines for Policy Assertion Authors](#) document with Maryann Hondo (IBM) and contributed to WS-Policy working group. This document was adapted as a WS-Policy working group deliverable.
- [SOAP 1.1 Binding for MTOM 1.0](#), March 2006. W3C Member Submission.
- [WSDL 1.1 Binding Extension for SOAP 1.2](#), March 2006. W3C Member Submission.
- [Web Services ReliableMessaging](#) and [Web Services ReliableMessaging Policy Assertion \(WS-RM Policy\)](#), **editor**, WS-RX technical committee in OASIS.
- [Web Services Addressing Metadata](#), **editor**, WS-Addressing working group in w3c.
- [SAP User Experience Report on XML Schema](#), May 2005. Presented at the XML Schema Users Workshop in w3c.
- [Describing Media Content of Binary Data in XML](#), Anish Karmarkar and Ümit Yalçinalp, **editors**, W3C Working Group Note, 4 May 2005.
- [Position Paper for W3C Constraints and Capabilities Workshop](#), Ashok Malhotra and Ümit Yalçinalp, October 2004, Presented in w3c Workshop.

- **WS-MessageDelivery Version 1.0**, Anish Karmarkar and Ümit Yalçınalp, *editors*, W3C Member Submission, 26 April 2004.
- **Enterprise JavaBeans™ Specification, Version 2.0** L. DeMichiel, Ü. Yalçınalp and S. Krishnan, August 2001.

## Technical Reports:

- **An XML interchange format for Wiki Creole 1.0**, M Junghans, D Riehle, U Yalcinalp, *ACM SIGWEB Newsletter*, Winter 2007.
- **An EBNF grammar for WikiCreole 1.0**, M Junghans, D Riehle, R Gurram, M Kaiser, M Lopes, U Yalcinalp, *ACM SIGWEB Newsletter*, Winter 2007.

## Journal Papers/Book Chapters:

- **Logic Programming and Software Engineering - Implications for Software Design**, L. Sterling and L. Ü. Yalçınalp, in *Special Issue of the Knowledge Engineering Review on Logic Engineering*, 1996.
- **Diagnosing Jaundice Expert SysTem**, L. Ü. Yalçınalp and L. Sterling, in *Computers and Mathematics with Applications*, Volume 20, No 9/10, pp. 125--140, Pergamon Press, 1990.
- **An Integrated Interpreter for Explaining Prolog's Successes and Failures**, L. Ü. Yalçınalp and L. Sterling, in H. Abramson and M.H. Rogers editors, *Meta Programming in Logic Programming*, pp. 191--203, MIT Press, 1989.

## Ph. D. Dissertation:

- **Meta Programming for Building Knowledge based Systems in Prolog**, Dept. of Computer Engineering and Science, CWRU, 1991. Used as course book at Uppsala U, Sweden for teaching meta programming in 1992-93.

## Patents:

- **US6507857**: Extending the capabilities of an XSL style sheet to include components for content transformation. (issued)
- **WO0073941**: Transformation Registry Service for Content Transformation.  
*Pending (2 submitted at Adobe)*