



Ümit Yalçınalp, Ph.D.

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Executive Summary

Currently a visiting professor at Mills College in the Computer Science Department, as the first recipient of Annette Chan-Norris '65 and Evan Norris, MD Endowed Visiting Professorship in Science and Technology granted to bridge industry and the college.

Seasoned software architect skilled in end2end architecture of complex systems, from conceptualization, development, integration, consulting, deployment to support, as well as evangelism, outbound reach and partner management.

Comfortable with the strategic & conceptual layers as well as the delivery details; passionate about product design and bringing the user perspective to the design and development; skilled in developing functional requirements for development teams; skilled in program management and managing partner relationships via various product, standards development as well as consulting projects. EN* personality focused on team building and skilled in communication with executive level management as well as development teams.

Technical leadership and people management with 20+ years of experience.

Named as one of the "15 women to follow on twitter" by Huffington Post in 2013, "5 Women Tech Leaders that you should follow on Twitter" by Jo Miller at Anita Borg Institute of Women and Technology in 2010.

Speaker at conferences ranging from SOA, QCon, JavaOne, Cloud Conferences (Cloud Connect, Cloud Play, Cloudforce, Dreamforce), OASIS Symposium, Grace Hopper on Cloud Computing, PaaS, architectures, emerging technologies, identity management, women in technology and standards.

Co-founder of the Turkish Women in Computing with 270+ members; Mentor to engineers & students.

Author of a SOA book; Editor of and contributor to well known WS-*, Java, SOA specifications and contributed to development and delivery of standards from 1998-2006; Author of several patent applications as well as leader of teams in Identity Management, Cloud and XML; Served on program committees of International conferences that include Adobe's Internal Technology Summit as the Cloud Computing Chair (2013), European Conference on Web Services (2010, 2011), International Conference on Service Oriented Computing (2008).

Specialties:

Technology Leadership; Evangelism; Speaking at Conferences; Writing papers and articles; Research and evaluation of emerging technologies; New technology conceptualization and development such as Cloud architectures, SOA and Web2.0; Skilled in managing cross functional standards and projects, communicating with different roles; Liaison with partner companies; Skilled in managing multiple development projects concurrently & building teams; Mentor to women in technology.

Experience and Responsibilities:

VISITING PROFESSOR OF COMPUTER SCIENCE - MILLS COLLEGE, OAKLAND

2014-PRESENT

- First recipient of Annette Chan-Norris '65 and Evan Norris endowed Visiting Professorship in Science and Technology to bridge industry with the college, chosen among many applicants from industry.
- Created brand new Database class covering both SQL and NoSQL databases, theory and industry practice with MySQL and MongoDB, prepared lab content and taught concepts from database modeling, application implementation, specification writing as well as optimization and new techniques like mapReduce.
- Created new Industry Speaker Series with invited speakers from Yahoo Flickr, Box, salesforce.com and others.
- Mentored students in resume preparation, interview skills and promoted them to industry contacts. Created the foundation of mentorship program uniting students with alumni.
- Named as one of the 15 technical women in follow on Twitter by Craig Newmark, Huffington Post. Participated at Grace Hopper Conference in 2014 and Global Voices Conference as a speaker.

FOUNDER - MYAPPELLATION.COM, SAN FRANCISCO

2013-2014

Self funded a startup to develop wine country touring and wine tasting utilizing mobile apps, focused on iOS. Handled product and user experience design, prototyping with Xcode, negotiating with wineries, user research, collaboration with external technical and business advisors. Obtained Sysers award to attend Google I/O.

LEAD ARCHITECT - ADOBE INC. SAN FRANCISCO

2010-2013

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

- Session chair on Creative Cloud Membership and program committee member for Adobe's prestigious internal company wide Technology Summit in 2013. Coached other senior engineers in preparing and presenting talks, co-authored and presented 3 talks at the summit.
- Flow, Integration and Interface designs of individual systems (such as retail subscription management subsystem), technical guidance to engineering teams for integration. Interface to UX team for CS6, Signup/Signin and CSLive designs.
- Identity Management Requirements, Design and documentation contributions for CS6, CCM Team and Enterprise Editions. Co-inventor of an OAuth2.0 extended protocol (see publications)
- Technical Guidance and problem solving to more than 10+ product groups for enabling Membership (Subscription) and integration into Creative Cloud offering.
- Architectural design of iOS integration for new product purchases; third party e-commerce integrations; desktop identity management UX flows and integration architecture with browser.
- Gave 3 talks in SOA Cloud and Service Technology Symposium 2012 and European conference on Service Oriented and Cloud Computing (ESOCC 2012) and Grace Hopper Conference (2011, 2013). Served as program committee member of ESOCC 2012, Girls in Tech LA 2013.
- Contributed to 2 patent submissions, 1 externally published paper (see publications)
- Selected for Women Unlimited Lead program.

EVANGELIST - SALESFORCE.COM; SAN FRANCISCO

2009-2010

- 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, at developer meetups and in University liaison programs.
- Advocated brand new initiatives such as social platform Salesforce.com Chatter and VMForce to developers.
- Developed prototype applications for developers to illustrate features, releases and platform capabilities.
- Presented competitive analysis to executives on cloud platforms; 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; Named as "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 mobile consumer application startup, led product and user experience design, prototyping, technical architecture and market analysis with 3 others for location aware apps for 3 months.

RESEARCH AND STANDARDS ARCHITECT - SAP LABS, PALO ALTO, CA

2004-2009

- Hired and managed a team of 4 in SAP Research and supervised R&D projects for 3 years. Co-supervised a MS Thesis (partnering with Hasso Plattner Institute in Germany).
- Led the conceptualization, specification and development of a novel metadata driven data oriented architecture to simplify enterprise application development 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); 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 (2008).
- 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). Worked as a liaison to external partners on standards development, positioning, issue resolution and acceptance.
- Provided architectural development, guidance and program management to internal groups utilizing the standards and emerging technologies that were aimed for standardization on Java, Web Services and EJB 3.0.
- Won an internal SAP award as the 3rd place blogger in web services.

CONSULTING MEMBER OF TECHNICAL STAFF - ORACLE; REDWOOD SHORES, CA

2002-2004

- Architect for the Web Services stack developed with JAXRPC and data binding, JAXB.
- Set internal technical direction for WSDL, WS-Policy and data binding (JAXB/JAXRPC) specs.
- Represented Oracle in several standards bodies for Java and Web Service development externally.
- Author of several Oracle position papers and submissions to w3c. (see publications)

STAFF SOFTWARE ENGINEER - SUN MICROSYSTEMS, CA

1998-2002

- Architect and Co-author of EJB 2.0 specification, created 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 with XSL, XML & HTML.
- Speaker at several JavaOne Conferences while at JavaSoftware division.
- Sun's representative to XML Query, XML Core, XSL working groups in w3c & related internal leadership groups.
- Authored several patent applications, and awarded 1 patent.

MANAGER/RESEARCHER - PRICE WATERHOUSE COOPERS RESEARCH CENTER, MENLO PARK, CA

1996-1998

Led the deployment and adoption of NotesExplorer, a research product for knowledge extraction from semi-structured Lotus Notes databases to 5000+ users, developed a load balancing architecture and enhancements. Developed a novel messaging system for alerting users on Edgar filings. Arranged PW's participation in Java Foundation Classes beta program at Sun Microsystems and developed a dev day with Microsoft, Sun, IBM & BEA.

STAFF SOFTWARE ENGINEER - SYBASE INC.

1995-1996

Led several web.sql releases, Sybase's first web product for connectivity that allowed HTML pages to embed connectivity tags and SQL statements in Perl, akin to Perl-Server-Pages with Database tags. Key developer in building a prototype for web based GUI tool pioneering JavaScript using specific database metadata.

APPLICATION ARCHITECT - VANTIVE CORP.

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, a framework for building CRM and Helpdesk applications based on Query-by-example on 4 different database systems; management of consultants.

ENGINEERING SPECIALIST - BP RESEARCH, CLEVELAND, OHIO

1991-1992

Participated in Artificial Intelligence R&D projects on scheduling & groupware for disaster reporting and recovery.

Education

- Case Western Reserve University, Ohio – Ph.D. in Computer Science 1991 and
- Case Western Reserve University, Ohio – M.S. in Computer Science 1987
- Middle East Technical University, Ankara, Turkey – B.S. in Computer Engineering, 1984

Recognition:

- GHC award to attend GHC in 2014.
- Systems award to attend Google I/O in 2013.
- Selected for Women Unlimited program in Adobe, 2013.
- Founder of Turkish Women in Computing group at Anita Borg Inst. of Women & Technology, 2011.
- Best MS thesis in department of CS, CWRU, 1987.
- President's Award for top student in graduating class in Dept. of Computer Engineering, METU, 1984.

References

Refer to [LinkedIn profile](#) for references and endorsements. Additional references are available upon request.

Select Publications:

BOOK:

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

INDUSTRY STANDARDS:

- Web Services ReliableMessaging and Web Services ReliableMessaging Policy Assertion (WS-RM Policy), editor, 2009, WS-RX technical committee in OASIS.
- Web Services Addressing Metadata, editor, September 2007, WS-Addressing working group in w3c.
- Service Component Architecture Policy Association Framework, September 2006, editor, Open SOA Collaboration. (www.osoa.org)
- Co-editor of WS-Policy Family of Specifications in w3c. 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.
- SAP User Experience Report on XML Schema, 2005. Presented at the XML Schema Users Workshop in w3c.
- Describing Media Content of Binary Data in XML, Anish Karmarkar and Ümit Yalçınalp, editors, W3C Working Group Note, 4 May 2005.
- Position Paper for W3C Constraints and Capabilities Workshop, Ashok Malhotra and Ümit Yalçınalp, 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.

CONFERENCE PROCEEDINGS:

- 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. Yalçınalp, 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. Yalçınalp, 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. Yalçınalp, in Proceedings of Groupware92, Morgan--Kaufmann, pp. 456--460, 1992.
- Uncertainty Reasoning in Prolog with Layered Meta-Interpreters, L. Ü. Yalçınalp 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. Yalçınalp 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. Yalçınalp, in Proceedings of 11th International Joint Conference in Artificial Intelligence, pp. 66--71, Morgan--Kaufmann, 1989.

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.
- Dlagnozing 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 & APPLICATIONS:

- US 20140075513: Device token protocol for authorization and persistent authentication shared across applications, Filed in 2012.
- US 20140289340: Invitations for Establishing Relationships, Filed in 2013.
- US 6507857: Extending the capabilities of an XSL style sheet to include components for content transformation. Issued in 2000.
- WO 0073941: Transformation Registry Service for Content Transformation. Filed in in 2000.