

# Geoffrey O. Mendal

home: 1374 Robnick Court  
Campbell, CA 95008-5833  
(408) 796-7710  
[mendal@ftowl.com](mailto:mendal@ftowl.com)  
<http://www.ftowl.com>  
<http://www.taxvisor.com>

work: Pandora Media  
2100 Franklin St., Suite 700  
Oakland, CA 94612  
[mendal@pandora.com](mailto:mendal@pandora.com)  
<http://www.pandora.com>

## OBJECTIVE

*To play a leading role in a growing software organization to advance the state-of-the-art in all aspects of software engineering.*

## EXPERIENCE

Specialties: Perforce and Git, release automation and tools, leadership facilitation and coaching.

I have 33 years of experience in the software engineering field, 14 years of which also includes senior level engineering management duties as well as corporate responsibilities. Most recently I have focused on core infrastructure and facilitating both adaptive and engineering leadership development programs.

*Pandora Media, Director Software Engineering, 9/2017 to present*  
*Pandora Media, Manager Production Engineering, Infrastructure Team, 7/2016 to 9/2017*

I manage diverse teams comprising release engineers, DBAs, and tools engineers who own the build and deployment of Pandora's server, web, and mobile (Android and iOS) client apps and back-end services, provide infrastructure/tools to internal Dev and Quality Engineering, maintain the internal test and staging environments, and are migrating Engineering's workflow from Perforce to git. Additionally, I help with semi-annual disaster recovery planning and testing, recruiting, engineering on-board training, and SOX audit/compliance.

*Google Corporation, Senior Release Engineer, 3/2013 to 7/2016,*  
*Google Corporation, Senior Engineering Manager, 9/2007 to 3/2013,*  
*Google Corporation, Senior Tools Strategist, 10/2005 to 9/2007*

I started my Google career as a Senior Tools Strategist working in the Build/Tools team. My primary responsibilities were to be a change agent for core Google infrastructure and create runway with existing infrastructure to allow long-term disruptive changes to take hold. Since 2007 I began managing a team that architected massive performance and scalability improvements to the SCM systems used internally by every engineer in the company, world-wide.

From 2009 – 2013 I managed a basket of teams in the Developer Infrastructure group that focused on source code management and operations, and release platforms and automation. I also sat on an SET/TE/RE hiring committee, served as the 24x7 on-call escalation point for all infrastructure teams that I managed, coordinated with Legal on urgent SCM court-ordered discovery requests, and served as the SOX POC for a subset of SCM/RE services.

In 2013 I joined the Android release engineering team as an individual contributor working to help improve the quality and velocity of Android OS platform and unbundled app releases, and to improve

automation/infrastructure to accomplish these aims. My current focus is on automating and scaling internationalization/localization of strings in the source base.

I also help facilitate two internal People Ops leadership programs: one is a 3-day immersion for the next generation of Google engineering leaders and the other is an adaptive leadership workshop for intact teams. I am also an adaptive leadership on-demand coach.

Once a quarter, I teach cooking classes at the Google Teaching Kitchen for Google employees who are interested in becoming better cooks and learning new recipes. I also occasionally cook with the Google culinary team including offsite charity events.

*Microsoft Corporation, Senior Tools Strategist,  
MSN TV 10/2002 to 9/2005,  
MSTV 7/2000 to 10/2002*

I was a front-line manager working in the MSN TV division supporting the MSN TV family of internet on TV products. My duties included investigating and implementing large-scale improvements to the core build and tools infrastructure. I also recommended, managed, architected, mentored, and implemented changes to the build processes, the tools, the system architecture, and the documentation to address core issues. I had overarching responsibility for cross-group collaboration with other MSN TV teams, the MSTV build/tools teams, the Windows CE build/tools team, and the MSN Core team.

*Microsoft Corporation, Senior Software Consultant, 5/2000 to 7/2000*

I was a consultant (software contractor) working in the Product Engineering group supporting the MSTV family of enhanced television products. My duties included investigating and implementing large-scale improvements to the Windows CE build environment. I also recommended changes to the build processes, the tools, the system architecture, and the documentation to address core issues.

*Talarian Corporation, Software Architect, 6/1998 to 1/1999,  
Director of Product Development, 1/1999 to 4/2000,  
Manager of Engineering Infrastructure, 4/2000 to 5/2000*

As a Software Architect, my duties were to design, implement, and integrate server-to-server multicast for the company's flagship product, SmartSockets on an extremely tight schedule. As Director of Product Development, I oversaw a team of product developers as the consensus builder and issue resolver. My duties included defining, prioritizing, and documenting product features, creating and maintaining project schedules, coordinating release schedules with other departments, collaborating with people at all levels in the company, recruiting, budgeting, and performance reviews. As the Manager of Engineering Infrastructure, I was responsible for producing the core build infrastructure for the SmartSockets family of products.

*SERC, Consultant, 2/1995 to 1/1999*

I was a part-time independent consultant to this company that I co-founded in June 1990. My duties include maintaining the network of UNIX and Windows machines in the engineering lab, handling all technical support issues, and maintaining the set of software products sold by the company.

*Tri-Pacific Consulting Corporation, Vice President, 7/1994 to 6/1998*

I was a co-owner, officer, and director of this company whose major business objectives are to provide elite C, C++, UNIX, Windows (both 95/98 and NT), RMA (Rate Monotonic Analysis), and Real-Time CORBA consulting and training services. My primary role at the company was to expand its business through a

subsidiary named *Tri-Pacific Software* that develops GUI real-time, embedded system analysis modeling tools based on RMA and RT CORBA. As Vice President, I was responsible for:

- (1) managing all engineering activities related to Tri-Pacific Software's product line,
- (2) consulting at Sun Microsystems (SunSoft),
- (3) managing all UNIX and RMA consulting/training activities, and
- (4) daily involvement in the strategic aspects of running the company.

*Sun Microsystems (SunSoft), Contractor, 6/1993 to 11/1997, 5/1998 to 6/1998*

I have been a contractor at SunSoft through the Tri-Pacific and SERC corporations, and have worked on the following projects in this capacity:

- Technical Lead for the port of DET's (Developer Environment Tools) C++ Workshop to Novell's UnixWare (1993/1994),
- Technical Lead for the port of DET's C++ Workshop to HP-UX 9.0x (1995/1996),
- Development Engineer for Network Products automated testing tools evaluation (1996),
- Technical Lead for SunSoft-wide initiative for common license and installation (1996/1997), and
- Development Engineer for DET's licensing and installation software (1997, 1998).

*SERC, Executive Vice President, 6/1990 to 6/1994*

I was a co-founder of this company that produces commercial X Window and Motif bindings and tools between the Ada83 and C programming languages. The company also provides C, UNIX, X Window, and Ada83 training and consulting services. As executive vice president, officer, and director, I had ultimate responsibility for all engineering activities and personnel. Also, I had daily hands-on involvement in all phases of engineering activities including product design and development; workstation/network installation, administration, and maintenance; contract programmer activities; and training seminars. In 1991 and 1992, I reengineered SunSoft's *gxv* and *golit* tools for inclusion with the SunAda compiler (under contract with Sun Microsystems).

*Stanford University, Computer Systems Lab Research Staff, 10/1985 to 9/1990*

I was a member of the technical staff in the Program Analysis and Verification Group. Responsibilities included development of experimental languages (ANNA, TSL) that supported software specification and verification techniques, interaction with industry affiliates, development of software environments to prove the feasibility of the underlying research, and UNIX expertise. During this tenure, I also performed contract programming, consulting, and training seminars to many companies. I was also a key player responsible for evaluating, recommending, installing, configuring, and maintaining the first network of Sun3 workstations and file servers (Sun3/110, SunOS 3.5) in the department of Electrical Engineering (1986).

*Ada Education and Research, Co-Author, 3/1985 to 2/1992*

Co-authored a unique, two-volume book on the Ada 83 language titled *Exploring Ada*. The book is designed to teach the reader the detailed semantics of Ada through the Socratic method. *Exploring Ada* is the only Ada book that covers every aspect of the Ada language in the level of detail required by Ada system designers.

*Lockheed Missiles & Space Co., Inc., Software Engineer, 4/1984 to 10/1985*

MILSTAR: I was a software designer in the ground support group for this military satellite communications system. Software Technology Support Lab: Duties included intra-company consulting, research, product evaluations, training, and technical presentations and publications.

## **EDUCATION**

Kansas Leadership Center, Case-In-Point 5 day intensive certification course, June 2016.

Harvard Kennedy School of Government. Executive Education Program. Art and Practice of Leadership Development, May 2012.

Essential Professional Culinary Skills in the Culinary Arts at the Professional Culinary Institute, May 2010.

B.S. at University of Michigan, Ann Arbor. Computer and Communication Sciences. December 1983.

## **HOBBIES**

Investing, wine collecting, gourmet cooking, and tax planning/automation tools.

## **HONORS AND AWARDS**

Google, Founders Award, April 30, 2010.

Microsoft MSN TV, Achievement Award for Source Depot migration efforts, June 29, 2005.

Microsoft MSN, "Ship It" Award for MSNTV2 version 1.0, June 11, 2004.

Microsoft MSN, "Ship It" Award for MSN 9 Wave, January 8, 2004.

Microsoft MSN IA, Gold Star Program, May 2004.

Microsoft MSN TV, "Ship It" Award for Punk Service Release, August 14, 2003.

Microsoft MSN TV, Microsoft Values Award for Outstanding Demonstration of Company Values, Fiscal Year 2004.

Microsoft MSN TV, "Ship It" Award for Client 2.8, March 17, 2003.

Microsoft MSN, "Ship It" Award for MSN version 8, October 24, 2002.

Microsoft MSTV, "Ship It" Award for version 2.0, April 19, 2002.

Microsoft MSTV Advanced, "Ship It" Award for version 1.5, October 31, 2001.

Microsoft MSTV, "Ship It" Award for Client/Server 1.0, June 1, 2001.

Microsoft MSTV Platforms, Product Engineering Top Performer Honor, February 2001.

Microsoft MSTV Platforms, Product Engineering Gold Star Program, January 2001.

Marquis and Strathmore's "Who's Who" registries. Since 1990.

IEEE Outstanding Contribution Award. April 1986.

## **PUBLICATIONS, PRESENTATIONS, AND VOLUNTEER WORK**

*Prototyping Environment for Real-Time Analysis*. RTS 98 Conference Proceedings, pp. 689-699. La Défense, Paris. January 16, 1998. Co-authored with Peter Kortmann.

*IEEE Software* Referee. I refereed papers for this prestigious journal for ten years (1989—1999).

*LCON Investment Club*. I am currently a member of this NAIC sanctioned investment club, and was its President from 1997-1999.

*An Introduction to Rate Monotonic Analysis*. Tutorial presentations at various Embedded Systems East/West conferences 1995-1998 (Boston, Chicago, and San Jose locations). Co-taught with Ray Obenza of the Software Engineering Institute at Carnegie Mellon University.

*Tri-Ada '92*. I acted as the conference chairperson for this world-wide Ada software engineering event held in Orlando, Florida (September 1992).

*Exploring Ada, Volume 2*. Prentice-Hall, Inc., February 1992. Co-authored with Douglas L. Bryan.

*Exploring Ada, Volume 1*. Prentice-Hall, Inc., October 1989. Co-authored with Douglas L. Bryan.

*Issues in Ada Compiler Technology.* IEEE Computer, February 1989. Co-authored with Mahadevan Ganapathi.

ACM SIGAda's *Ada Letters* Technical Editor. 1986-1989.

*Three Reasons to Avoid the Use Clause.* ACM SIGAda *Ada Letters*, January 1988. Presentation made to the Bay Area SIGAda chapter in November 1987.

*Storage Reclamation Models for Ada Programs.* ACM SIGAda International Conference, Boston, MA, December 1987. Also reprinted as a Stanford University technical report.

*Ada Compiler Technology.* IEEE Computer Society COMPCON87, San Francisco, CA, April 1987. Co-authored with Mahadevan Ganapathi.

*Designing for Ada Reuse: A Case Study.* IEEE Computer Society Second International Conference on Ada Applications and Environments, Miami, FL, April 1986. This paper received the IEEE Outstanding Contribution award. Reprinted as a Stanford University technical report, June 1986.

*Dynamic Tasking and Dynamic Task Queuing in Ada.* National SIGAda Conference, Minneapolis, MN, August 1985. Co-authored with Lance Murray.

*Micro Issues in Reuse from a Real Project.* National SIGAda Conference, San Jose, CA, February 1985. Also published and presented at the Naval Research Laboratory Workshop on Reusable Software, Washington, D.C., April 1985.

*A Comparison of Two Competing Methodologies for MILSTAR MCS.* MILSTAR, Ada Study in Software Engineering Issues, Phase II, LMSC-D976358, September 1984.

*The Cost Impact of Generic Units.* MILSTAR, Ada Study in Software Engineering Issues, Phase II, LMSC-D976358, September 1984.

*Selected Content from the AIDER Expert System.* MILSTAR, Ada Study in Software Engineering Issues, Phase II, LMSC-D976358, September 1984.

*Families of Entries in the Ada Tasking Model.* MILSTAR, Ada Study in Software Engineering Issues, Phase II, LMSC-D976358, September 1984.

*Changes in Management Practices Associated with Ada.* MILSTAR, Ada Study in Software Engineering Issues, Phase II, LMSC-D976358, September 1984.

*The GENDOC On-Line Documentation Facility.* University of Michigan Computing Center, Computing Center Memo 445B, May 1985 (reprinted).

*The GENDOC Database Management System.* University of Michigan Computing Center, Computing Center Memo 461, May 1985 (reprinted).

*The GENDOC On-Line Documentation Facility—Status Report.* University of Michigan Computing Center, MTS Workshop IX, Edmonton, Alberta, August 1983.

*The Implementation of a "Resources-Like" SPIRES Database as a Documentation Indexing Mechanism—Design Proposal.* University of Michigan Computing Center, MTS Workshop IX, Edmonton, Alberta, August 1983.

*Help/Explain Facilities: A Can of Worms.* University of Michigan Computing Center, MTS Workshop IX, Edmonton, Alberta, August 1983.

*Chekmate.* Original jazz composition. Wrote, arranged, and performed this musical piece for the New Trier West Recording Jazz Ensemble. Recorded live as the title track of the album *Chekmate*. March 1979.

*Rocky's Theme: Gonna Fly.* Jazz composition arrangement. Arranged and performed this musical piece for the New Trier West Recording Jazz Ensemble. March 1978.

## **PROFESSIONAL REFERENCES**

Professor Emeritus David Luckham, Stanford University, [dcl@poset.stanford.edu](mailto:dcl@poset.stanford.edu)

PM Clary, Perforce Software, [pmclary@perforce.com](mailto:pmclary@perforce.com)

Greg Edwards, Pet Food Express, [fremonthills@sbcglobal.net](mailto:fremonthills@sbcglobal.net)

## **PERSONAL REFERENCES**

Brian Mattingly, Dropbox, [mattingly@dropbox.com](mailto:mattingly@dropbox.com)

Bruce La Fountain, SpinPro, Inc., [flymeez@sbcglobal.net](mailto:flymeez@sbcglobal.net)