

## OBJECTIVE

Visionary and innovative technologist seeking challenging position in the high-tech industry to make the most of my technical background, customer focus, creativity, passion, industry experience, and management skills

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## WORK EXPERIENCE

October 2004 – present

**Amazon.com, Inc.**

Seattle, Washington, USA

### MANAGER

#### SEARCH ENGINE OPTIMIZATION

(June 2005 – present)

The Search Engine Optimization (SEO) team is responsible for driving traffic from search engines like Google, Yahoo!, and MSN to Amazon web sites. Each week this channel accounts for millions of visitors to Amazon's web sites and millions of dollars in revenue.

As the manager of this highly visible area, it is my responsibility to build and lead an elite team to create scalable algorithmic approaches to improve search engine rankings for organic search results.

Key responsibilities:

- ◆ Leading a world class team from a business, technical, and project management perspective
- ◆ Identifying and prioritizing the key opportunities using rigorous quantitative approaches
- ◆ Developing and defending business strategy choices
- ◆ Working with other technical and non-technical teams across Amazon
- ◆ Prioritizing and managing multiple concurrent cross-functional projects
- ◆ Aggressively recruiting the best talent

### TECHNICAL PRODUCT AND PROGRAM MANAGER

#### PERSONALIZATION

(Oct. 2004 – June 2005)

The personalization team at Amazon.com is building features based on customer behavior data. This includes features like "Customers who bought this also bought that"; Recommendations, My Store, etc.

My role in the personalization team was to drive forward innovation and to come up with new programs and ideas to maximize profits and to increase free cash flow. My contributions included:

- Innovation in the area of product search, delivering a new framework that self-optimizes search results based on previous customer search behavior.
- Creating the roadmap for personalization features in nascent stores, getting sign-off from VPs, experimenting and showing proof of concept, delivery of features.
- New ideas and features for the Amazon.com Platinum Visa Card, which proved to be a very interesting business challenge including several trade-offs and goals to be balanced.

Key tasks and responsibilities:

- ◆ Creating roadmaps, business cases, marketing requirements, and estimating ROI of new ideas
- ◆ Balancing long term strategic and short term needs, providing technical guidance
- ◆ Working with Amazon databases, data warehouse, interacting with data mining teams
- ◆ Executing and managing projects hands-on using agile development methodologies (Scrum)
- ◆ Technologies used: Unix/Linux, Perl, shell scripting, Toad, SQL, Oracle, MySQL

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## WORK EXPERIENCE (CONTINUED)

July 1998 – Oct. 2004

**Microsoft Corporation**

Redmond, Washington, USA

**SOFTWARE DESIGN ENGINEER LEAD / ARCHITECT  
REAL TIME COMMUNICATION AND COLLABORATION**

(July 2003 – Oct. 2004)

Reporting to the Corporate VP for Real Time Communication and Collaboration, my role was to build strategic prototypes that show off new ideas and technologies in the field of real-time communication and collaboration. The learning and knowledge of successful prototypes was then transferred into the product groups where I performed the following tasks:

- Technical leadership and direction for system architecture, including hands-on development
- Guidance prioritizing features given short/long term trade-offs
- Strategy around standards vs. proprietary intellectual property

The main prototype that was turned into a product at this time was the next generation communication client for Windows containing a rich set of telephony features, which were shown to be successful largely through my prototyping work. The resulting product was the Microsoft Office Communicator 2005.

Key Technologies:

- ◆ ECMA-CSTA, E.164, PBX interfaces (Intecom/EAD OAI, Genesys, etc)
- ◆ SIP, Windows Messenger APIs, RTC Server APIs, other related APIs

Overall, my role was very similar to what it was in the Executive Strategy team (please see next paragraph below), except for a more specific focus on communication type prototypes.

**SOFTWARE DESIGN ENGINEER LEAD  
EXECUTIVE STRATEGY**

(Sep. 2002 - July 2003)

Part of Bill Gate's Executive Strategy team (reporting directly to the Technical Assistant of Bill Gates), my role was to build strategic and innovative prototypes that show off new ideas and technologies. Such prototypes were used to influence key decision makers to incorporate new ideas into products.

The prototype I worked on was about Enhanced Telephony, specifically, exploring how the telephone and the PC can work together to enable rich Knowledge Worker and Information Worker scenarios. I was the main software developer and architect of the project, choosing appropriate technologies, setting the technical direction, building appropriate partnerships, interacting with Microsoft Research, and delivering the prototype for use inside of Microsoft. Once deployed by users, we collected behavioral data, continually improved the prototype and added new features, released new versions, and provided support to existing users.

The Enhanced Telephony prototype was a big success. Its findings are more formally summarized in the publication (see below) of the 2004 ACM Conference on Human Factors in Computing Systems (CHI 2004). Further, two patents in this area are pending.

Key Technologies and Skills:

- ◆ .NET Framework, .NET Remoting, WinForms, managed code, Windows Services
- ◆ API design, OOD, UI development, rapid development, debugging, operations and support
- ◆ Client/Server design, multi-threaded programming, system programming
- ◆ .NET, C#, WinForms, managed code, CLR, COM, ATL, XML, Outlook, MAPI, DirectX

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## WORK EXPERIENCE (CONTINUED)

July 1998 – Oct. 2004

**Microsoft Corporation** (continued)

Redmond, Washington, USA

### SOFTWARE DESIGN ENGINEER LEAD WINDOWS RIGHTS MANAGEMENT

(June 2001 - Sep. 2002)

Windows Rights Management shipped with Office 2003 and provides support for authoring and viewing of protected documents and content.

In this team, I was the lead software design engineer for the enterprise Rights Management Server. I was a key contributor in defining the new Rights Management (RM) architecture and the main driver for building a prototype showing the new RM concepts and ideas. This prototype was demonstrated to Bill Gates, which positioned our team and RM as a high-visibility contributor to Office 2003. I helped the team solve the key enterprise scenarios, and evangelized new technologies like C# and .NET.

My role included managing a team of five developers and working as a technical lead, including hands on programming of several areas of the RM server, including overall architecture, deployment/management, directory services integration, authentication and authorization, extranet trust, performance, and various other enterprise features.

This project brought about several innovations in the area of Digital Rights Management (DRM), and I am one of the main contributors with several patentable ideas and patents pending.

#### Key Technologies and Skills:

- ◆ C#, ASP.NET, .NET Framework, .NET Services and Web Applications, SOAP, OOD
- ◆ LDAP, Active Directory, C++, COM, JavaScript, ATL, XML, HTTP, ASP.NET

### SOFTWARE DESIGN ENGINEER MICROSOFT READER

(Aug. 1999 – May 2001)

The Microsoft Reader is Microsoft's eBook reading software for the PC and devices like the Pocket PC. I worked in the area of connectivity and Digital Rights Management (DRM). For the Reader application, I implemented a web browser control to allow for seamless integration of online tasks such as activation for DRM and the purchase experience for eBooks. On the client, this included hosting the web browser control in a secure fashion and building the required support in form of ActiveX controls and Netscape Plug-Ins. On the server, it included building the DRM activation process, supporting web pages, considering localization issues, and integrating with other server-side components. I was the main developer for the above functionality with one additional person reporting to me.

In this capacity, I helped ship the first two versions of the Reader for both the PC and the Pocket PC (Windows CE based), and innovated in the area of connectivity and DRM with seven patents pending.

#### Key Technologies and Skills:

- ◆ C++, ASP, MS Passport, HTTP, Windows CE, RemoteAPI, COM, ATL, OOD
- ◆ ActiveX, JScript, Netscape Plug-Ins, HTML, XML, Wininet/URLMon

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## WORK EXPERIENCE (CONTINUED)

July 1998 – Oct. 2004

**Microsoft Corporation** (continued)

Redmond, Washington, USA

### SOFTWARE DESIGN ENGINEER MSN

(July 1998 – Aug. 1999)

Working on Microsoft's [www.msn.com](http://www.msn.com) portal site, I was exposed to Internet technologies for both client and server. Client side, I developed an infrastructure for [msn.com](http://www.msn.com) services on the client which entailed installing and upgrading client bits and exposing persistent services to web pages on Internet Explorer and Netscape Navigator platforms. Server side, I worked on the [msn.com](http://www.msn.com) server architecture, experimenting with possible platforms, designing and implementing server side objects and components, and improving performance and scalability.

I successfully helped ship two versions of the MSN.COM web site, and innovated in this field with several patents pending.

#### Key Technologies and Skills:

- ◆ C++, ISAPI, ASP, HTTP, COM, ATL, IIS, multithreading
- ◆ ActiveX, Java Applets, JScript, Netscape Plug-Ins, HTML, XML

Aug. 1996 – July 1998

**Seagull Software Caribbean N. V.**

Curaçao, Netherlands Antilles

### SOFTWARE DEVELOPER

The project I worked on was a Windows application that interacts with printer queues of the IBM AS/400. Instead of printing spooled files of many pages, the tool downloads spooled files and analyzes them on the PC. In other words, a flat text file is turned into an interactive experience with graphics, charts, summaries, overviews, and breakups that allow drilling into the data of the file.

#### Tasks performed:

- ◆ Developed bulk of project, coordinated development team
- ◆ Researched and prototyped, turned rough ideas into working solutions
- ◆ Interacted with sales and marketing teams, maintained specifications and schedule
- ◆ Managed source control, build environment, and install procedures
- ◆ Participated in a special project to restructure and organize the company's source code

#### Key Technologies and Skills:

- ◆ C++, MFC, HTML, OLE, OOD, Windows Programming, AS/400, graphics libraries

Spring 1996

**Microsoft Corporation / Rho Tech**

Gainesville, Florida, USA

### STUDENT REPRESENTATIVE FOR THE MICROSOFT DEVELOPER DIVISION

#### Tasks performed:

- ◆ Demonstrated developer software, analyzed potential for Microsoft products
- ◆ Created marketing and action plan, worked with program manager at Microsoft
- ◆ Helped with upgrades to Microsoft products, provided technical support
- ◆ Organized events, interacted with professors, students, and staff

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## WORK EXPERIENCE (CONTINUED)

May 1995 – Aug. 1995                      **Microsoft Corporation**                      Redmond, Washington, USA

**PROGRAM MANAGER (INTERN)  
MICROSOFT EXCHANGE**

Tasks performed:

- ◆ Worked on Microsoft Exchange client and form designer
- ◆ Developed HTML-based publishing concepts for forms
- ◆ Prepared localization instructions for forms, interacted with localization team
- ◆ Automated the build process for forms, interacted with build team
- ◆ Created sample applications, provided technical support for form designer

Feb. 1995 – May 1995                      **University of Florida**                      Gainesville, Florida, USA

**WEB DESIGNER AND INTERNET CONSULTANT**

Tasks performed:

- ◆ Designed and created the web page for the Internal Management Auditing Office
- ◆ Provided technical support and training, wrote manuals and maintenance guide

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## EDUCATION

July 1993 – May 1996                      **University of Florida**                      Gainesville, Florida, USA

**BACHELOR OF SCIENCE** (major GPA 3.9/4.0, overall GPA 3.6 / 4.0)  
MAJOR IN COMPUTER SCIENCE, MINOR IN MATHEMATICS

Course Highlights:

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|------------------------|---------------------------|---------------------|
| ◆ Software Engineering | ◆ Artificial Intelligence | ◆ Computer Ethics   |
| ◆ Operating Systems    | ◆ Numerical Analysis      | ◆ System Simulation |
| ◆ Networking           | ◆ Computer Graphics       | ◆ Digital Design    |

Awards / Activities

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|---------------------------------|---|
| ◆ Dean's List, High Honors      | ◆ President of Volunteers for Int'l Student Affairs |
| ◆ International Student Council | ◆ President of Turkish Student Association          |
|                                 | ◆ Task Force on the Future of Student Government    |

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## LANGUAGE SKILLS

Fluent in **English** and **German**; conversational **Turkish**; some **Portuguese**

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## PUBLICATIONS

**Exploring PC-Telephone Convergence with the Enhanced Telephony Prototype**

JJ Cadiz, **Attila Narin**, Gavin Jancke, Anoop Gupta, and Michael Boyle.

Proceedings of the 2004 ACM Conference on Human Factors in Computing Systems (CHI 2004).

[http://www.narin.com/attila/CHI2004\\_ET.pdf](http://www.narin.com/attila/CHI2004_ET.pdf)

**Narin, Attila et al. Young Researcher, "Chaotische Staubfiguren", Germany, Feb. 1995, p. 20, Vol 37.**

A study of Chaotic Dust Figures on Electrostatically Charged Foils including Computer Simulation

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## PATENTS ISSUED

- System and method for integrating secure and non-secure software objects  
US Patent Number 7,039,801 Issued: May 2, 2006
- Tracking usage behavior in computer systems  
US Patent Number 7,039,699 Issued: May 2, 2006
- System and method for activating a rendering device in a multi-level rights-management architecture  
US Patent Number 7,017,189 Issued: Mar 21, 2006 (also filed internationally)
- Reviewing cached user-group information in connection with issuing a DRM license for content  
US Patent Number 6,990,502 Issued: Jan 24, 2006
- System and method for client interaction in a multi-level rights-management architecture  
US Patent Number 6,981,262 Issued: Dec 27, 2005 (also filed internationally)
- Supplemental request header for applications or devices using web browsers  
US Patent Number 6,966,034 Issued: Nov 15, 2005
- Information server systems and methods of rendering information pages  
US Patent Number 6,751,778 Issued: Jun 15, 2004
- Methods for managing the distribution of client bits to client computers  
US Patent Number 6,718,549 Issued: Apr 6, 2004 (also filed internationally)
- Method for managing client services across browser pages  
US Patent Number 6,691,176 Issued: Feb 10, 2004

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## PATENTS PENDING

- System and method for associating keywords with a web page  
Date: 2005-12-23
- Systems and methods for issuing usage licenses for digital content and services  
Date: 2004-01-01 Application Number: US 20040003269
- Obtaining a signed rights label (SRL) for digital content and obtaining a digital license corresponding to the content based on the SRL in a digital rights management system  
Date: 2004-01-01 Application Number: US 20040003270
- Trust model for a DRM system  
Date: 2003-12-29 Application Numbers: NO 20030002996, EP 1376307, US 2004003251, JP 2004056794
- Systems and methods for issuing usage licenses for digital content and services  
Date: 2003-12-29 Application Numbers: NO 20030002752, EP 1378811, US 2004003269, JP 2004038974
- DRM system for protecting digital content  
Date: 2003-12-29 Application Numbers: NO 20030002751, EP 1376309, US 2004003270
- Secure server plug-in architecture for digital rights management systems  
Date: 2003-12-29 Application Numbers: NO 20030002749, EP 1376980, US 2004003139, JP 2004062890
- System and methods for providing secure server key operations  
Date: 2003-12-28 Application Numbers: CA 2432275, US 2004001594
- Digital license with referral information  
Date: 2003-10-30 Application Number: US 2003204723
- System and method for enhanced telephony integration and interaction  
Date: 2003-09
- Enhanced telephony computer user interface allowing user interaction and control of a telephone using a PC  
Date: 2003-05
- Tying a digital license to a user and tying the user to multiple computing devices in a DRM system  
Date: 2003-02
- Issuing a digital rights management (DRM) license for content based on cross-forest directory information  
Date: 2003-02
- Publishing digital content within a defined universe such as an organization in accordance with a DRM system  
Date: 2003-02
- Using a first device to engage in a digital rights management transaction on behalf of a second device  
Date: 2002-10
- Server controlled branding of client software deployed over computer networks  
Date: 2002-10-24 Application Number: US 2002157091
- Architecture for an electronic shopping service integratable with a software application  
Date: 2002-04-18 Application Number: US 20020046045
- Method for authenticating and securing integrated bookstore entries  
Date: 2002-01-14 Application Numbers: AU 20010075539D, WO 0203299, US 2002002540

## PERSONAL PROJECTS

- Software Remote Control for Music Collection** (2003 - present)  
PC and PocketPC based remote control for Turtle Beach AudioTron network music player  
Technologies used: .NET Framework, .NET Compact Framework, HTTP, WinForms UI, multi-threading
- Fractal Generator for Mandelbrot/Julia Sets** (1999)  
Fractal Generator written as Java Applet: <http://www.narin.com/attila/fractals/>  
Technologies used: Java development framework, Java Applet, Java Script
- Telephony Communication Center for Windows 95** (1995, Senior Project)  
Interacting Telephone Components (Phone, Answering Service, Caller ID, Phone Book, etc.)  
Technologies used: Windows 95, COM/OLE, Microsoft C++ and VB
- Multimedia Presentation Tool for MS-Windows** (1994, Group Project)  
A Time-Line Based Tool Allowing Easy Access, Editing, and Playing of Multimedia Presentations  
Technologies used: Windows 3.1, Microsoft C++, Microsoft multimedia libraries
- L-System Generator for MS-Windows** (1993/94)  
Compiler for L-Systems Generating Fractals and Plant-Like Structures with 3D Rendering  
Technologies used: Windows 3.1, YACC & LEX, Borland C++, MS Windows graphics programming
- Fractal Generator / Multrix** (Spring 1993)  
Renderer for Mandelbrot/Julia Sets, Simplified L-Systems, etc. with Advanced Color Editing Tool  
Technologies used: MS-DOS 3.x, 5.x, Borland C++, VGA, graphics programming
- Quick Data Base** (Fall 1992)  
Database Application for Slow PCs, Used Interrupt Handler and Text Based Windows Interface  
Technologies used: MS-DOS 3.x, 5.x, Borland Turbo Pascal, VGA, graphics/windows programming
- Bio Rhythms** (Spring 1992)  
Application to Evaluate Bio Rhythms, Wrote Interrupt Handler and Text Based Windows Interface  
Technologies used: MS-DOS 3.x, 5.x, Borland Turbo Pascal, VGA, graphics/windows programming
- 3D Animator** (Fall 1991)  
3D Animation Tool with Shading Capabilities, GUI and Mouse Support  
Technologies used: MS-DOS 3.x, Borland Turbo Pascal, VGA, graphics/windows programming
- Speculatus** (Fall 1991)  
Stock Market Evaluation Program with GUI and Mouse Support, Implemented Indicators etc.  
Technologies used: MS-DOS 3.x, Borland Turbo Pascal, VGA, graphics programming
- Letterhead & Form Printing Application** (1990)  
Program to Print Customized Letterheads and Forms, Used Printer Specific Escape Sequences  
Technologies used: MS-DOS 3.x and Microsoft GW-BASIC
- Expense Report Application** (1989)  
Application to Enter, Save, Compute, and Print Expense Reports  
Technologies used: MS-DOS 3.x and Microsoft GW-BASIC
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## MEMBERSHIPS

- ◆ IEEE – Institute of Electrical and Electronics Engineers
  - ◆ ACM – Association for Computing Machinery
  - ◆ Golden Key National Honor Society
  - ◆ Upsilon Pi Epsilon – Florida Alpha Chapter (Computer Science)
  - ◆ Pi Mu Epsilon – Florida Delta Chapter (Mathematics)
  - ◆ Sigma Tau Sigma – Honorary Tutorial Society
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## HOBBIES

- ◆ Computers and Technology
  - ◆ Travel
  - ◆ Music
  - ◆ Photography
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