

Eric Pickup

Phone: 514-679-3742

Email: me@ericpickup.com

Twitter: EricPickupYP

I have extensive experience with software development from a business perspective for high-traffic high-availability websites. Given projects and business goals, I excel at bringing the two together to maximize return. I speak and understand both the "languages" of IT and business, understand the need to monetize the customer relationship and I am a team player and leader.

Specialities: Management of web-based scalable development in PHP, Perl and Java. Multimedia, e-commerce integration, content management and databases. System level management on Linux and Unix, system administration and design along with MySQL tuning (billion row tables).

In the last 5 years I haven't worked on a website that got less than 10 million page views per day. I specialize in large scale websites under the the most demanding of situations.

Recent Training

- Professional Scrum Master
- Varnish Sysadmin
- Symfony2 Developer

Positions

Manwin Inc.

YouPorn Project Manager/Lead Developer

April 2011 – Present

I planned and managed the rewriting of a top 100 website with 12 million daily visitors and 200 million page views per day. The new software stack was HAProxy, Varnish, Nginx, PHP-FPM, Symfony2, Redis and MySQL. I designed it to handle up to 50% more traffic which has been validated more than once through denial of service attacks and huge influxes of normal traffic.

Since then, I have managed daily operations for the last two years. We've added NodeJs to support infra-device communication, many new features, multi-platform support (tablets, TVs, and gaming consoles) and many other modern pieces of functionality.

I delivered the keynote address to over 700 people at Confoo last year about the rewrite, the video can be seen at: http://www.youtube.com/watch?v=RikCdM_f3p4&feature=g-all-u

IT Manager for Business Intelligence

April 2010 – May 2011 (1 year 2 months)

I was responsible for Business Intelligence at Manwin Canada, we revolutionized how Manwin, owner of the top porn websites in the world makes decisions and views results.

This was a new division when I took over, we developed a proof of concept using OLAP and data cubes for on MySQL and then MS SQL.

Once we proved the value, we were in the process of switching to Microsoft's Business Intelligence Suite when I was drafted to lead the YouPorn acquisition.

Brazzers/Mofos Lead Developer

August 2008 – April 2010 (1 year 9 months)

Brazzers is the largest adult “paysite” in the world, Mofos is a close second. Brazzers has 2 million daily visitors and millions in monthly revenue. Mofos has 1 million.

Initially, I was hired as a senior developer to aid in the rewrite. I was responsible primarily for handling NATS (large scale affiliate management system), credit card processing and website security.

When the rewrite was done which lasted 3 months, I was promoted to lead developer and lead the project for over 18 months. During that time, I handled project management and oversaw converting all legacy systems to what is in use today.

Ecreations Software Inc.

President and Lead Developer

January 1998 – September 2008 (10 years 9 months)

Lead developer and president of a 10 person development team plus support staff. We had customers in just about every country in the world. We developed and marketed content management, e-commerce, and community and social-networking tools for companies ranging small mom-and-pop local communities to multi-billion dollar companies.

I negotiated consulting/programming deals with HP and other large multi-nationals.

The work was done primarily in Perl and Java with MySQL and Berkeley DB as the data stores.

We developed custom POP3, SMTP and FTP servers to integrate with the suite we developed.