

# Daniel Kogan

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## CAREER PROFILE

Entrepreneur by choice, software engineer by training and application architect by experience, I'm interested in helping companies innovating in the Internet sector, especially in the consumer health-related space, to achieve the new frontiers in user engagement. Creative analytics, unique approach to personalized search, metrics, decision-making support, user data analysis, and social recommendations are just some of the techniques that I'm passionate about and have extensive expertise in.

During the past 20 years I've developed enterprise-class software for the financial, software and retail industries and had founded two successful companies – Information Laboratory, acquired by IBM in 2003 and HealthWorldWeb, acquired by Health Grades in 2010.

## TECHNICAL EXPERTISE

Practices	Design Patterns • UML • Agile Development
Tech	Java • C/C++ • PHP • Python MongoDB • Postgress • MySQL • SQL Server JavaScript • XML • XSL • JSON • HTML JSP • AJAX • Cake PHP • Lithium
Expertise	Search • Analytics • AI and Decision making algorithms Code Patterns and Quality Control • Data Mining Large scale platforms architecture • White-label solutions Warehouses & Data Marts • ETL Tools
Semantic Web	Ontologies • Inference Engines • SPARQL • RDF • Semantic Analysis

## STRENGTHS

- Excellent problem solving skills
- Knowledge of patterns and behavior of complex systems
- Broad knowledge of modern software development tools, practices & patterns
- Understanding of issues in software lifecycle & release management
- Leadership skills and technology strategy
- Willingness to learn and to mentor
- Serial Entrepreneur / Startups Founder

## BUSINESS EXPERTISE

Software Development	API • Search • Static Analysis • Metrics Analysis • Rule Engines • Architectural Anti-patterns
General	Startup Management • Technical Project Management • Clients Relationships
Processes	Agile Processes & Project Cycle Management • QA & Quality Software Compliance
Data mining/Analytics	Data Mining & Analysis • Back Propagation & Kohonen Neural Networks • Metrics
Social Networks Analysis	Mining social graph for patterns • Recommendation Engine • Personalization Analytics
Healthcare IT	Health Resources Search • Patient Communities • Personalized Health Content

## PATENTS

US Application No. 14/300,802

SYSTEM AND METHOD FOR GENERATING MEDICAL SERVICE PROVIDER INFORMATION INCORPORATING REFERRAL PATTERN DATA

## ACHIEVEMENTS

Second Prize Winner in International Team Physics Tournament:	1988
First Prize Winner in State Math Tournament:	1987, 1988
Nominee by Software Development Magazine: Small Worlds is 5-star rated in Software & Jolt Award	2000
Acquisition of Small Worlds Static Analysis Tool by IBM	2003
2008 WWW Health Awards: Best Online Health Information	2008
Acquisition of HealthWorldWeb Platform by HealthWorldWeb	2010

## PRESENTER & SPEAKER

Eclipse Con: Dependency Analysis Techniques	2006
IBM Academy: Dependency Analysis, Metrics & Refactoring	2007
Health 2.0: Collective Intelligence	2008
Health 2.0: Recommendation Engine Demo	2008
Health 2.0: Big Data Analysis	2013

## EXPERIENCE

CEO, Myack Inc., NY

Consulting Practice to Fortune 500 Companies

August 2011 – Present

**Neurocern.com (CTO-in-Residence)**

<http://neurocern.com>

Lead the architecture and implementation of Neurocern Dementia Diagnostics Platform

**Lumiata.com (VP, Engineering)**

<http://lumiata.com>

Lead the architecture and implementation of the Lumiata Rationalization and Risk Matrix FHIR API <http://developer.lumiata.com>

In charge of delivery of Lumiata Quality Standards and Performance Standards Platform (GPRO and HEDIS)  
Manage Lumiata DevOps, Engineering and Infrastructure efforts across all groups at Lumiata

**BetterDoctor.com (Chief Data Scientist)**

<http://betterdoctor.com>

Lead the architecture and implementation of the second generation of Consumer and API Search Engine using MongoDB, CouchDB, Python, Ruby and Elastic Search

Lead the efforts behind Data Management Platform, with ETL, Indexation, API and Enriched Metadata, Data History, Dynamic Bio Generation and Ontology services using MongoDB, Python and Elastic Search

**Vitals.com (Director of Engineering)**

<http://vitals.com>

Lead the architecture and implementation of Search Engine behind Vitals.com using Solr and MongoDB technologies. Extended Solr client-side architecture for automatic query generation based on business rules and contextual search use cases and facets.

<http://findaphysician.stvincentcharity.com/>

<http://physicianfinder.valleycare.com/>

Lead the team to implement white-label provider finder solution deployed on a number of sites. Architected and lead implementation efforts to deliver data warehouse & data marts, API, configuration and widget frameworks to enable per client restricted access, reporting, analytics with Hat-And-Boot, IFrame or widget-based installations.

Multi-client setup is running on a single cluster supported by the platform stack consisting of Postgress DB, Solr, MongoDB and Lithium PHP Framework. The onboarding process and warehouse generation is supported by Talend ETL process with custom automation framework that continuously monitors clients' and internal changes in the underlying data sets and delivers updates in near-real-time. The near-real-time updates are realized with A/B server switch to support 24/7 interrupted site operation.

**Health 2.0 Conference (CTO-in-Residence)**

<http://health2con.com>

Managed updates and releases of all Health 2.0 properties and E-Commerce modules for the conference tickets sales and reporting

<http://sourcedb.health2con.com>

Lead the team to implement white-label analogy of Angel List ( <http://angel.co> ) for Healthcare IT startups called SourceDB. The application features browsing and search the dynamic graph of Companies, People and Products with ability to add, edit and link the related entities for search, analytics and reporting.

**Life Sciences Angel Network (CTO-in-Residence)**

<http://lsanfund.com>

Lead the team to implement the Angel fund site with ability to host conferences and submit proposals online.

**Blueprint Health**

<http://blueprinthealth.org>

Mentoring and technical consulting to a number of incubated startups

**Color Eight, LLC (CTO, co-founder)**

<http://coloreight.com>

<http://questiongr.am>

Co-founded the first social routing engine to deliver users' questions to a number of Social Networks and online forums and harvesting responses from all posted sources, based on semantic and sentiment analysis, decision making algorithms and personal preferences, and arbitration based on answer matching and proximity to posted question. The mobile app [Q!](#) is delivered to [Android](#), [IOS](#) and [Windows](#) stores.

**VP Internet Business Group HealthGrades, Denver CO**

**July 2010 – March 2011**

Lead rebranding and scaling efforts on *MyHealthExperience* for [www.healthgrades.com](http://www.healthgrades.com).

**CEO/Founder, Health World Web, LLC, Staten Island, NY**

**June 2006 – July 2010**

**In 2010, MyHealthExperience Social Decision Platform for Health was acquired by Health Grades**

*Health World Web ( [www.healthworldweb.com](http://www.healthworldweb.com) ) is health-focused social networking site which serves as an effective interactive medium that allows people impart their versatile knowledge to diverse users who care about their health.*

*MyHealthExperience ( [www.myhealthexperience.com](http://www.myhealthexperience.com) , the flagship product of Health World Web, is the internet-based social decision platform related to the medical and healthcare industry with the personalized recommendation engine ("PRE"), driven by user profiles, on-site behavioral patterns and network analysis techniques to direct the push of both professional- and user-generated health-related content as well as recommendations for medical professionals to the users*

Lead the scientific research and implementation of the first of a kind artificial brain that helps health consumers make a better choice in the healthcare. The innovation includes successful combination of various areas of AI and Decision making technologies to facilitate the learning and evolution of users' preferences on the site that leads to the intelligent personalized recommendations. Successfully implemented all aspects of technologies evaluation and deployment, server setup & disaster recovery.

**Senior Architect & Development Manager, IBM / Rational – ASQ / Jazz**

**2003 – 2009**

Contributor to the core platform of the new Rational RTC and Jazz.net offerings <https://jazz.net/pub/index.jsp>

Architected the Generic Asset Inventory system using Jazz.net platform for Rational Test Lab Manger Project for Rational ASQ

Architected the Application Analysis Framework and the Application Analysis Integration platform for IBM Research

As the lead for the analysis portal prepared the guidelines for dependency analysis-based refactoring presented to the IBM Academy

Lead the efforts for Software static, metrics and testing analysis as an ASQ division representative on Quality Software Engineering committee

Lead the efforts on implementing Quality Dashboard and Metrics Analysis for IBM Rational ASQ division

Head IBM-wide CodeReview Static Analysis Community of 200+, delivering additions to CodeReview feature in

**IBM Rational Software Architect 6.0 and IBM Rational Application Developer 6.0 for Java**

Architected and built Architectural CodeReview with Architectural Patterns and Architectural Discovery features in

**IBM Rational Software Architect 6.0 & 6.0.1** offering [www-306.ibm.com/software/awdtools/architect/swarchitect](http://www-306.ibm.com/software/awdtools/architect/swarchitect)

Participated in development of Static Analysis CodeReview feature in **IBM Rational Application Developer 6.0 & 6.0.1 for Java** offering [www-306.ibm.com/software/awdtools/developer/application/index.html](http://www-306.ibm.com/software/awdtools/developer/application/index.html) and rebranding of SmallWorlds into **IBM SA4J** [www.alphaworks.ibm.com/tech/sa4j](http://www.alphaworks.ibm.com/tech/sa4j)

**CTO/Co-Founder, Information Laboratory, Inc., New York, NY**

**2000 – 2003**

**In 2003, SmallWorlds Dependency Analysis Platform was acquired by IBM**

*SmallWorlds is a structural dependencies analysis tool that measures code stability. It detects structural "anti-patterns" and provides detailed exploration of anti-patterns in the dependency webs of the software*

As the CTO of Information Laboratory, participated in all phases of design and development of SmallWorlds Tool.

As the senior partner was heavily involved into both long term company strategic development as well as day-to-day activities, including business plan development, marketing, PR, sales, legal, accounting.

While leading the Consulting branch of Information Laboratory, Inc. successfully completed a number of assignments for the Fortune 500 clients, including Morgan Stanley, Madstone Films and Data Synapse.

#### **Information Laboratory Clients:**

##### **Morgan Stanley, New York, NY**

Market Risk Department of Morgan Stanley was building new system for Risk calculations. The new system required most complex calculations in the Near-Real time to accommodate both large-scale nightly batches as well as ad-hoc requests. I was invited as an expert in architecture and engineering large scale peer-to-peer systems as well as scalable and robust large application frameworks.

The tasks in engineering the Market Risk Framework included specifications and functional requirements analysis, architecture proposal, technical specifications, choice of technologies and tools, planning and supervision of the project.

The system was built around generic plug-in based Server with Adaptable Communication Layer. This solution allowed dynamic discovery and enabling of plug-ins, thus facilitating dynamic nature and run-time configuration of Business Logic Services. The plug-ins communication is enabled via internal Message Bus and via both Broadcast and Peer-to-Peer communication channels between different Servers. The Framework was built using powerful combination of Java Beans and XML and included architecture, design and implementation of *Internal Message Bus* and services. The Messaging Channels are enabled via Sockets, RMI, JMS and SOAP.

##### **Madstone Films, New York, NY**

Madstone Films was building one of the first nationwide platforms for digital content distribution.

As the consulting branch leader I lead the development of the *DDN Framework* and implemented *DDN Application Server* and *Madstone Films Website* on top of the Framework. The Framework allowed seamless Madstone Business Object Persistence to and from XML & Database Data Sources and Business Object Generic GUI Presentation using powerful combination of Java Beans and XML.

##### **Data Synapse, Inc. New York, NY**

Data Synapse, Inc. has built one of the world's largest peer-to-peer computing networks. Data Synapse is offering to its clients the computational abilities of unprecedented power, by utilizing the idle CPU of broadband home users. Information Laboratory, Inc. was brought in to architect and implement the core of Data Synapse distributed platform.

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#### **EARLIER EXPERIENCE**

**Senior Software Engineer, Commerzbank Securities, New York, NY**

**1999 – 2000**

Managed design and implementation of Generic Exchange Gateway (GEG) foundation classes for Security Exchange Links; created CORBA-based Generic Gateway Interface for GEG

Lead development of link to London Stock Exchange using GEG and ICV Protocol Libraries; managed developers in London to establish and test connectivity to London and NY based data flow processing and data managing Information Electronic BUS system

Participated in building Client Gateway system, which enables clients to route orders as well as receive notifications & executions through different Commerzbank entities to US and overseas Securities Exchanges using employed protocol

Participated in restructuring and improving of EBUS architecture and processing

**Senior System Analyst, Lehman Brothers, New York, NY**

**1997 – 1999**

Designed and developed new features in ABS/MBS Cash Flow Generator library; expanded Analytics API used by Risk Group

Worked on the Bond's Interest Accretion, Average Life, Duration and other financial calculations for ABS/MBS deals structures

Designed and implemented Analytics Group's ABS/MBS Web Site which enabled users to access secondary market ABS/MBS data, price/yield calculations and alpha version of Lehman Yield Book

**System Analyst, Goldman Sachs & Co., New York, NY**

**1994 – 1997**

Participated in design and implementation of Account Surveillance System Analytics Engine; worked on analysis, verification and implementation of formulas for Portfolio Value Change, Year-To-Date and Monthly Turnover, Market Performance, and other Filters

Assumed responsibility for Statistical Data Modeling Project which defined criteria for exception generation engine as well as Yearly Statistical Recalibration of Filters

#### **EDUCATION**

B.A. Computer Science, New York University, Cum Laude

**1991 - 1994**

#### **AWARDS**

NYU Dean's List

1991 - 1993

NYANA Henry Trust Foundation Scholarship

1991