Contact

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(LinkedIn)

Top Skills

Leadership

Software Development

Distributed Systems

Languages

Hebrew (Native or Bilingual)

English (Native or Bilingual)

Patents

System and method for dynamically
ordering video channels according to
rank of abnormal detection

Guy Baron

People, Technology and all things in between
Pardesiya, HaMerkaz (Central) District, Israel

Summary

Extensive experience defining and leading product strategy,
technology vision, and system architecture.
People-oriented manager experienced in leading multidisciplinary
teams, setting work methodologies and procedures.
Knowledgeable in a wide range of technologies, deep understanding
of agile and lean software development methodologies and
supporting engineering practices.
Experienced in working with marquee customers and partners to
identify business needs and create relevant solutions and product
offerings.
Practiced in managing and supporting Sales and Pre-Sales activities,
POC and customer workshops

Experience

Wix.com
Head of R&D
November 2019 - Present (8 months)
Tel Aviv Area, Israel

Head of R&D @ Wix, Premium Services

WeWork
Principal Engineer
August 2018 - November 2019 (1 year 4 months)
Tel Aviv Area, Israel

Did what I love @ WeWork Tech TLV

Creator of grabbit

https://github.com/wework/grabbit

Qognify
CTO
January 2015 - September 2018 (3 years 9 months)
Israel

Leading Qognify's technology vision and working closely with business stakeholders, key clients and partners to identify new business opportunities focusing on Smart Cities, Command & Control and Industrial IoT solutions.

Managing Qognify's research group, a multidisciplinary team formed of Machine Learning
& Computer Vision researchers, Software Engineers and QA Engineers focused on creating novel solutions based on advanced ML, Deep Learning and Computer Vision algorithms.

* Co-invented a novel approach for identifying abnormal behavior in CCTV video scenes based on deep learning algorithms (patent pending)

Responsible for all aspects of software architecture and technology across all product lines driving the technology road-map, strategic planning, and governing execution.

Envisioned Qognify's Operational Intelligence Center product, defined the vision, the technology, and architecture while building cross-organization consensus and driving it from concept to roll-out.

The Operational Intelligence Centre achieved an ROI of 500% during the first 12 months since it was launched.

NCR Retail
Lead Architect & Senior Engineering Manager
June 2013 - February 2015 (1 year 9 months)

Member of the R&D Management team and lead architect for a 200+ engineering organization.

Managed the software infrastructure group (manager of managers), ongoing management, goal setting, and people management.

Accountable for all non-functional requirements of the product.

Engaging and collaborating with multiple stakeholders, both internal and external, driving
improvements throughout the product suite.

Provide strategic influence across groups, projects, and products to implement cost-effective
technological solutions to solve complex business problems.

Assisted in developing engineering and operational metrics with actionable plans to improve.

Redesigned a critical messaging based component increasing performance by 5000%.

Led the performance optimization effort of key business flows yielding a performance gain of
3000%

Technologies used - .RabbitMQ, NET 4.0, MSSQL, WCF

Synerion Systems Ltd.
Chief Architect
January 2009 - June 2013 (4 years 6 months)

Owned the overall architecture of Synerion's new product suite.

Responsibilities:
- Defining and sketching out the overall SOA based architecture of the product.
- Collaborating with business stakeholders and aligning architecture with business goals.
- Providing technical leadership and consulting to senior management.
- Designing and coding of main infrastructure components.
- Selecting the presentation patterns used in the product, including loosely coupled UI
composition and mashup strategy.
- Communicating the architecture to a group of 40 developers and QA personnel.
- Promoting and integrating the use of advanced development practices and tools
across the R&D group including TDD, Continues Integration, Static Code Analysis and
Code Coverage tools.

Architectural styles and elements used:

Composite Application, SOA, CQRS, Domain Driven Design.

Technologies Used:

C#, .NET 4, NServiceBus, NHibernate, WCF, WPF, SQL, MSMQ

Semantinet
Engineering Manager
December 2007 - December 2008 (1 year 1 month)

Led the design and development of semantinet main product suite.

Working hard and enjoying the rollercoaster ride of a new startup company

with amazingly talented and sharp co workers.

Technologies Used:
C#, .NET 3.5, ASP.NET, HTML, JavaScript, CSS, Amazon EC2

Advantech Technologies, Ltd.
Engineering Manager
March 2006 - December 2007 (1 year 10 months)

Led software teams providing r&d services to customers in various verticals

Responsibilities:
- Evaluating and implementing development methodologies.
- Software Architecture.
- Mentoring junior technical staff and leading a development group.
- Leading the design and development of a mission critical distributed SCADA
application.

Technologies Used:
C#, .NET 3, WCF, WF

MSN Israel
Team Leader
2005 - 2006 (1 year)

Micron Engineering
Senior Developer
2000 - 2005 (5 years)

Interspace

Tech support and Developer
1999 - 2000 (1 year)

Education

Tel Aviv University
Philosophy · (2001 - 2004)