

# Summary

Will build massively scalable innovative SaaS for food.

I am an innovative and strategic software architect with 20+ years of experience leading multidisciplinary teams to successful completion of software and programming solutions. My goal is to drive operational efficiency and optimize revenue by guiding projects from design to implementation.

Professionally, I specialize in building innovative products and software that differentiate the organization from competitors in a significant way. I have always valued the precision and functional articulation of efficiency that is created through software architecture. Since the onset of my career, I have created solutions for new product development, product and process improvements, and industry innovation to create dramatic scalable growth and propel organizations to market prominence. With strength in technical aptitude, I have also enjoyed opportunities to cultivate my skills in business and people leadership. My experience as a Software Team Manager for Amazon was highly influential in expanding the depth of my skill, knowledge, and application in operational leadership, communication, and cross-functional collaboration.

I am committed to seeing each project I manage achieve a successful, timely, and fiscally efficient outcome. I have built multiple organizations from the ground up, spearheading ideation and growth in both front- and back-end operations. One of the proudest moments in my career came through my experience as Co-Founder and CTO of Bevv in which I led development of an industry breakthrough technology to create a multi-vendor market space. This involved leading in the trenches within all facets of both business operations and technical innovation, which resulted in the build, launch, and profitable sale of the company within just four years.

Additionally, I am a charismatic leader and communicator. It is important to me to ensure that all stakeholders clearly understand goals, process, and progression. As an adjunct professor for the University of Colorado, I refined my communication skills and honed my ability to translate and breakdown highly complex, technical information for non-technical audiences. This skillset supports effective relationship management across all functions of the organization, as well as with clients, vendors, and subcontractors. I derive great joy from forging and maintaining relationships with all stakeholders to streamline process and optimize satisfaction with project outcomes.

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## Experience

### TNT Records, LLC

Founder

July 2023 - Present (10 months)

San Diego, California, United States

Music

### Boeing Future of Flight

IT Consultant

August 2006 - December 2023 (17 years 5 months)

Mukilteo, Washington, United States

Upgraded and replaced website, onsite point of sale kiosks, and cash register system to process Boeing factory tour ticket sales using Ruby on Rails and MySQL. Maintain, administer, and implement enhancements to the system.

Lightened ticket counter staff workload by building custom kiosks using mini-ITX PC boards running Firefox in Kiosk mode with mag card readers and thermal ticket printers.

Saved client \$470,000 in redevelopment costs over alternatives using Salesforce applications by building new mission critical features as needed.

### Zenni Optical

Director, R&D Software Development

December 2021 - June 2023 (1 year 7 months)

San Diego Metropolitan Area

Advanced shopping feature development including virtual try on (VTO) for eyeglasses and social proofing web service to drive conversions through FOMO prompts. Evaluated ecommerce platform marketplace options and made recommendations for platform migration from Zenni's legacy web store.

Expanded brand footprint across major social media platforms (FaceBook, Instagram, Twitter, Pinterest) by adding sharing of branded and AI sanitized user generated VTO images

Saved over \$10,000 a year and increased cart adds and order conversions by 10% by writing and deployed a social proofing FOMO ("hurry only x left in stock" or "n users added this to their cart in the last m minutes") service using Python FastAPI after evaluating several commercial offerings and taking the decision to build vs buy

Travel + Leisure Co.

Senior Software Engineer

September 2019 - December 2021 (2 years 4 months)

Orlando, Florida, United States

Provided feature and architecture enhancements of a travel booking system, written in Pharo Smalltalk, using Seaside web application framework to implement thousands of custom travel booking experiences for multiple locales

Streamlined L10n resource generation scripts used across all sites reducing parse errors of string resources by 95%

Mitigated risk of obsolescence by exploring application port from 32 to 64-bit Pharo, thereby more than doubling the number of sessions each process can serve

Integrated real-time language translation using Google Translate API for missing string resources providing sensible fallback when human translations were not yet available

Bevv.com

Co-Founder / Chief Technology Officer (CTO)

October 2016 - October 2020 (4 years 1 month)

“Etsy for Craft Beer”, a unique multi-vendor marketplace atop Spree Commerce connecting buyers directly to brewers while ensuring legal and tax compliance: completed build, launch, and sale. Spearheaded platform construction and improvements through development of Spree extensions to enable multi-vendor capabilities. Managed offshore development teams to build subsystems, including vendor signup and administration modules

Innovated a legal compliance validation which consolidated >3.6 billion shipping rule records into <10,000 database records using a clever data encoding to instantly determine legality of shipping varied classes of alcohol between two US postal codes

Deployed on AWS self-scaling cloud setup to enable service growth and downsize based on real time demand, including seasonal variations and event-specific surge sales

## Ciklum

Principal Software Engineer

August 2017 - August 2019 (2 years 1 month)

Solana Beach

Ciklum is a white label provider of product research and development. This role provided a variety of challenges including IoT, ML, BlockChain and a wide array of projects. In my last year at Ciklum I delivered projects using iOS, Qt, AWS, and Ruby on Rails

Produced an iOS mobile application for IoT enabled oil tank gauge using WiFi and Bluetooth to communicate, configure, and control client device using Ayla’s IoT APIs allowing operators to optimize their service and monitor client fuel levels and consumption eliminating unneeded field deliveries as well as customer supply shortfalls

Enabled client customer service (CS) teams to query device history and troubleshoot problems by developing a web-based CS portal to a data store populated with telemetry from an IoT autonomous vacuum cleaner using Ruby on Rails and AWS Elastic Beanstalk

Led an offshore team to develop mobile applications and AWS cloud infrastructure to build a medical appliance that increases breast milk production by 25-30%; served as project manager and cloud architect

Contributed to competitive analysis of Apple ARKit vs. Google ARCore to support Google ARCore release under contract to Google; developed pilot applications to identify shortcomings in capabilities prior to release

## TRUEPIC, Inc

Mobile Application Developer

December 2016 - April 2017 (5 months)

San Diego, California, United States

iOS Application Developer

## NumberStation, Inc. (Rewind)

Co-Founder / Chief Technical Officer (CTO)

August 2013 - October 2016 (3 years 3 months)

Encinitas, California, United States

Launched an iOS based social networking and photo sharing application (Rewind) which was introduced at TechCrunch Disrupt. Rewind allowed users to "share their day" through massive amounts of photos that were delivered in near real time but disappeared in 24 hours. The backend was written in headless PHP and deployed on AWS using a variety of services

The NumberStation backend was used for several other social networking products including a Pokemon Go tracker to alert Poke hunters in geographical proximity of the appearance of high value Pokemon

Near instantaneous synchronization with data latency <30 seconds. Reduced battery and network usage through push notifications rather than polling while maintaining data shadow within the AWS cloud

NumberStation platform provided geo-specific push notifications using geo-hashing to segment alerts by location

Tuned user engagement up by >50% through instrumenting the server code with DataDog and constructing an office dashboard to graphically observe the user experience

## iNet (dba iParq)

Chief Technology Officer

August 2013 - August 2016 (3 years 1 month)

San Diego, California, United States

Parking Management Systems

## Plastic

### Consultant

2016 - 2016 (less than a year)

San Francisco, California, United States

Back end design and security analysis for credit card records and payment histories of the Plastic smart card.

## Privix

### Co-Founder / Chief Technology Officer (CTO)

October 2012 - October 2013 (1 year 1 month)

Encinitas, California, United States

Privacy focused social network and mobile messaging platform

## Amazon.com

### Software Team Manager

August 2004 - November 2006 (2 years 4 months)

Seattle, Washington, United States

Directed three different software teams (Content Platform - the page templating framework, Javascript/AJAX features, and Fraud Investigation Tools) related to Amazon Retail Website. Conducted task coordination and tracking, weekly employee one-on-one's, and performance reviews. Participated in hiring through resume prospecting, candidate screening, and interview rounds. Led teams through implementation of high value projects, including:

Javascript/AJAX: converted Amazon retail website from page oriented web app to single page style in use today

Content Platform: simplified deployment of global retail website operation by consolidating

Amazon's Page Templating Library from multiple unique country deployments to one internationalized content platform enabled by adoption of International Components for Unicode (ICU)

Javascript/AJAX: decreased webpage load rates through deferred partial page loading to enable portions of a webpage to serve immediately (above the fold), while other portions followed through asynchronous fetch

Fraud Investigation: reduced time to investigate fraudulent sales from hours to minutes, and enhanced investigation accuracy, through ad hoc query tools to aggregate data across stores to gain insight on sellers, orders, and purchasers

University of Colorado Denver

Professor Honorarium, Computer Science & Engineering

August 1992 - June 2004 (11 years 11 months)

Denver, Colorado, United States

Instructor of C, C++, Data Structures, Algorithm Analysis, and Object Design Patterns classes.

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## Education

New Mexico Institute of Mining and Technology

Bachelor of Science - BS, Petroleum Engineering