

## Contact

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## Top Skills

Engineering Management  
Strategic Planning  
Amazon Web Services (AWS)

## Publications

Mobile Advertising Engine for  
Centralized Mobile Coupon Delivery

# Jeffrey Wray

AI-Driven Marketing Engagement/Human Capital Augmentation  
Innovator | AI Quantitative Trading | SaaS & Data Platform Specialist  
| Helping Businesses Scale & Innovate | Disabilities Advocate  
Greater Tampa Bay Area

## Summary

Seasoned Technology Leader with 15+ years' experience driving innovation, growth, and high-performing teams within MarTech, FinTech, and SaaS environments. Adept at bridging technical and business perspectives, combining a B.S. in Computer Information Systems and an MBA to align product roadmaps with strategic objectives. Track record of end-to-end ownership—from DevOps and software development to client-facing solutions and sales engineering. Known for rescuing failing projects, optimizing AWS/serverless infrastructure, and delivering complex integrations with enterprise clients such as Shell Oil U.S. Committed to inclusive leadership, inspired by personal resilience in overcoming significant physical challenges.

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## Experience

Mobilozophy, LLC.  
Director Of Technology  
April 2009 - Present (16 years 1 month)  
Tampa/St. Petersburg, Florida Area

- Leadership & Team Management
- Direct up to 12 developers across in-office and remote global teams, fostering a “coach-first” approach.
- Oversee product strategy, pre-sales engineering, infrastructure management, and client support.
- Collaborate cross-functionally with marketing, finance, and product units to translate technical requirements into clear, business-driven outcomes.
- Major Projects & Achievements
- Shell Oil U.S.: Spearheaded loyalty, retention, and customer growth initiatives through advanced integrations and real-time marketing solutions, boosting engagement by leveraging SMS, mobile web, and custom coupon redemption tools.

- Rescue Missions: Turned around multiple failing offshore development projects that were behind schedule and over budget—redirected scope, rebuilt dev pipelines, and delivered within revised budgets/timelines.
- Infrastructure & Cost Optimization: Maintained and optimized extensive AWS environments—migrated legacy workloads to serverless frameworks, reducing operational overhead by an estimated 30%.
- Custom API & Payment Integrations: Built full-stack solutions involving PCI-compliant payment gateways, loyalty program integrations, and large-scale messaging platforms (Twilio, Salesforce, etc.).
- Key Responsibilities
- Design end-to-end technical solutions (architecture, DevOps, security protocols).
- Conduct technology reviews, build roadmaps, and align them with corporate objectives.
- Engage in client-facing roles for sales demos, business requirements analysis, and stakeholder presentations.

CoreLogic

Consultant

May 2006 - October 2008 (2 years 6 months)

As a Consultant at CoreLogic (formerly Proxix Solutions, Inc.), a pioneer in location intelligence software, I played a crucial role in technology infrastructure and development. My responsibilities included:

Architecting and managing a robust corporate network across multiple locations, ensuring seamless connectivity and security through the implementation of a Windows domain, VPN, email services, and Blackberry Enterprise Service.

Administering critical server operations, including Apache Web Server and Microsoft Exchange Email Server, in a co-located datacenter.

Innovating internal processes by developing a PHP and MySQL-based sales quote system, streamlining sales operations and enhancing data management. This role demanded a blend of technical expertise, strategic planning, and operational efficiency, contributing to CoreLogic's mission of delivering actionable business insights through advanced technology solutions.

Harbor Web Hosting, Inc.

Vice President

July 2004 - September 2006 (2 years 3 months)

- Co-founded a web design and hosting firm serving corporate, nonprofit, and retail clients.
  - Oversaw server deployment and custom desktop solutions, ensuring high availability and security.
  - Managed client relationships, translating technical specs into tangible solutions under strict budget/time constraints.
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## Education

Stetson University

Master of Business Administration (M.B.A.), Finance, General · (2009 - 2010)

Stetson University

Bachelor's Degree, Computer Information Systems, Business Law · (2005 - 2009)