

# Friedrich Seifts|Technologist - Executive

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## PROFESSIONAL EXPERIENCE

### **Principal Architect: Limelight Networks, 2018 -**

Limelight Networks is the 2nd largest content delivery network(CDN) provider with a capacity in excess of 55-Terabits distributed through 100+ points-of-presence across the globe.

- Led initiative and successful launch of the award-winning platform “Realtime Streaming” providing video and data with sub-second latency across the globe into some the hardest to reach geographic regions with penetration into localized transit carrier networks.
- Led the platform transformation initiative to containerization, facilitating the Ericsson Edge-Gravity partnership increasing our point-of-presence footprint to 200+ discrete facilities.
- Strategic advisor to the C-suite and stakeholders on P&L impacting technology and product decisioning.

### **Vice President: Core Infrastructure & Platform, Disney Streaming, 2013 - 2018**

Disney Streaming (Formerly MLBAM/BAMTECH) provides Major League Baseball’s core technology platforms and Live & Vod streaming video delivery across the 30 Major League stadiums.

Additionally, it provides the core technology platforms and streaming capabilities for industry leading content producing companies.

I built and led the organization responsible for product, architecture, engineering and operations of back-end platforms and front-end customer facing integrations. Taking a hands-on-tech approach culminating into the successful spin-off of BAMTECH Media and the subsequent acquisition by Disney.

- Successfully led the organization through critical virtualization & containerization transformation initiatives across all data-centers and baseball stadiums.
- Strategic pivot to a hybrid-cloud model facilitating record-breaking traffic events such as the 2014 World Cup and launching HBONow Platform + “Game of Thrones” under 90-days.
- Institutionalized “security-first” posture with biometrics, in-flight & at-rest data encryption and FIPS1,2 hardware data vaults facilitating strategic Hollywood studio contract wins. Additionally, I steered the organization through multiple PCI + SOC certifications.
- Led the “developer-enablement” program to promote self-service & empowerment to 500+ on-staff developers increasing deployment cadence while reducing bug rollback by 97% through an expansive QA testing framework.
- Led successful vendor & partner contract negotiations with a combined \$60MM portfolio, reducing annual rate-cards 18%, Capex 30%, Opex 12%

#### Technology Snapshot

- 44 On-Prem facilities across the globe
- 50k cores, 1-PB dram under command and control
- 50+ AWS VPCs with DirectConnect
- 5-Petabytes solid-state storage
- 150+ low-latency encoding clusters
- Multiple Tier-1 CDN partnerships

#### Organization Snapshot

- Global org across 8 time-zones
- Matrix reporting structure of 45 directors, architects, engineers and operations staff
- Full stack ownership of compute, storage, platform, standards, security, telemetry, virtualization, hardware, QA/test, CICD, automation, global data delivery

#### Noteworthy Achievements

- ESPN+ Platform Launch
- HULU “Live” Platform Launch
- WWE Network & Pay-Per-View Launch
- NHL Streaming Platform Launch
- Eurosport Platform Launch
- NFL Super Bowl 51 Event streaming
- HBONow Platform Launch
- SONY Playstation VUE Platform Launch
- DNC, RNC, and Presidential Debates
- 2014,2018 World Cup Event Streaming

### **Director of Technology, OpenSky, 2011 - 2013**

OpenSky(acquired by the Alibaba group) is an e-commerce SaaS retail platform connecting 4-million active members with small businesses through a self-service merchant model. Compute, Network, Storage, Back-Office/Corp IT, Security, DEV/QA, Code Deployments were under my organizations responsibility.

- Successful developer-tooling program allowing development staff to work 100% offline.
- Opex reduction by \$1MM annually with a pivot to a hybrid-cloud operating model.
- \$1.2MM revenue increase attributed to platform performance & durability improvements.

### **Head of Infrastructure, The New York Times, 2008 - 2011**

The New York Times made the strategic decision to prioritize the digital website over print publication and delivery. I was brought on to drive the initiatives to success.

- Successfully led the transformation effort to virtualize the platform powering [nytimes.com](https://www.nytimes.com) through the highest traffic events in it's digital history—Obama election and Spitzer scandal.
- Drove strategic adoption of AWS EC2 compute and one of the first alpha testers of their “VPC” product.
- Led the “archive-digitization” program in partnership with Google to digitize the publication’s history encompassing 150+ years of physical paper & microfilm.

### **Vice President, JPMorgan Chase, 2000 - 2008**

Various strategic-level roles on high visibility projects across the firm’s multiple lines-of-business. These projects include M&A related efforts, Research & Design, Production Operations, and Digital Transformations.

- Led platform initiative and successful launch of Y2K [chase.com](https://www.chase.com) online banking platform.
- Led the migration efforts for the firm’s earliest virtualization footprints to VMWare GSX.
- Led the compute consolation program between Bankone+JPMC retail infrastructures.
- Led the server anti-virus program successfully mitigating the virulent “NIMDA”.
- Led the datacenter backup strategy employing tape and offside storage & containment.

### **Site Support, Scandinavian Airlines, 1998 - 2000**

### **Sr. Systems Administrator, Ann Service Corporation, 1996 - 1998**

### **Systems Administrator, RF Incorporated, 1995 - 1996**

## **PROFICIENCY PROFILE**

Kubernetes | OpenShift | Docker | RHEL/Centos | Ubuntu | Solaris | VMWare | RHEV | KVM + oVirt | Oracle OVM | Netscaler | F5 | Ansible(+Tower) | Puppet | AWS {IAM, S3, EC2, E/ALB, CloudWatch, CloudFormation, CloudFront} | Google Cloud | Python | Shell | Nginx | Apache | BIND | Github Enterprise | Gitlab | Git | Tomcat | Jetty | Varnish | Logstash | Kafka | Zookeeper | InfluxDB | Grafana | GlusterFS | ScaleIO | EMC Isilon, VNX | Fiber-Channel | NFS | HAProxy | MongoDB | Mysql | MariaDB | Conviva | Catchpoint | Nagios | Icinga | Sensu | Dell | SuperMicro | Cisco UCS | Splunk | PFsense | Jenkins | Gitlab | Wireshark | TCPdump | FreeIPA | OpenLDAP | JIRA | Confluence | ServiceNow | SAML | OTP/2FA | OAuth | DUO | OpenID | Kerberos | HSMs | OSCP | FIPs1,2 | Certificate Authorities | SSL-TLS | PKI | Apache Traffic Server | Meraki | Lifesize | AnyCastIP | V(x)LAN | GPG | RPM Package Building | PCI-DSS | SOC1,2 | RHEL Certified | Solaris Certified | WebRTC | HLS | DASH | CMAF | DRM | Encoding | SDI Baseband