

# Gary B. Genett // Pathfinder & Technologist

Seattle, WA | 206-391-6606 | [me@garybgenett.net](mailto:me@garybgenett.net)

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## What I Do

- Guide organizations toward establishing a direction that achieves their mission and goals
- Step into chaotic and uncertain situations, gain an understanding, and find the way forward
- Provide multi-disciplinary technology expertise and perspective

## How I Do It

- Adaptability: create teams from diverse groups and disciplines, and serve in multiple capacities
- Holism: discover unseen relationships and patterns across disparate organizations and systems
- Foresight: predict opportunities and innovate solutions, often unintuitive or unconventional
- Presentation: articulate new or complex topics in an approachable and understandable way
- Passion: advocate with contagious enthusiasm, and galvanize people into purposeful action
- Practicality: apply engineering mentality to resolve large challenges with incremental efforts
- Optimization: develop and refine processes to accomplish objectives efficiently and repeatably

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## Owner & President

### Enviro-Master of Seattle, 2016-2019

- Owned and operated a small company with several employees, organizational leadership and growth
- Managed almost a hundred sites throughout the entire Puget Sound region, high customer retention
- Successfully acquired languishing operation, converted to updated model (*Swisher Hygiene of EcoLab*)
- Consistent growth through in-person sales and employee upsells, mentorship and coaching
- Repaired overall health of the business, increased revenue and improved margins

## Senior Product Management Engineer

### F5 Networks, 2014-2016

- Created new, dedicated cloud/orchestration team amid evolving company organizational dynamics
- Defined new vision for automation, integrating all existing technologies into a unified suite
- Assessed emerging market trends and anticipated customer needs to develop the needed direction
- Demonstrated ownership and effective advocacy to executive team to achieve budget and support
- Ensured delivery through relationships, influence and expertise, both externally and internally

## New Product Introduction Engineer

### F5 Networks, 2009-2014

- Served as liaison between the major arms of the company: marketing, development, services and sales
- Ensured readiness of sales and services organizations before all new releases of products and services
- Performed lead role in milestone release, delivered five innovative technologies and deep product rewrite (*BIG-IP v11.0.0: DSC/CMI, Plugins 2.0, vCMP, TMSH & iApps*)
- Guided internal homegrown tool through the initial stages to a customer-facing product (*iHealth*)
- Pioneered video-based training format, drastically decreasing production time while increasing retention

- Created and presented in-depth product internals sessions at international sales and services conferences
- Conducted customer visits with account teams as a corporate representative to close or keep business

## **Field Systems Engineer (Technical Sales)**

### **F5 Networks, 2006-2009**

- Increased customer adoption as primary engineering representative on account team (*Microsoft*)
- Developed influence through mutual trust, thought leadership, solution development and training
- Tripled the customer device count and quadrupled revenue with only two additional team members
- Supported thousands of devices during the development of public cloud (*GNS/MSN: Azure*)
- Delivered first two production deployments of revolutionary chassis architecture (*VIPRION: Xbox Live & BOSD*)
- Authored comprehensive [Integration Guide](#) and training for 3rd party development
- Reverse-engineered and automated product installer to provide rapid provisioning
- Cultivated a relationship and supported the technical work which led to a [MSNBC Case Study](#)

## **Product Management Engineer**

### **F5 Networks, 2004-2006**

- Provided company vision, product direction and execution guidance to executive team, market research
- Established new team, defined role and responsibilities, created templates for deliverables and reports
- Delivered competitive analysis ranging from high-level market overview to technical differentiation
- Wrote and maintained detailed briefing materials for executive team, product management and sales
- Created initial analysis, guidance and testing for three successive company acquisitions (*FirePass SSL VPN, WebAccelerator Web Optimization & WANJet WAN Optimization*)
- Authored [Performance Testing Guide](#), setting the industry standard for comprehensive evaluation

## **Additional Experience**

- Network Support Engineer: F5 Networks, 2004
  - Built first shared lab environment and wrote web-based checkout system for global accessibility
- Implementation Specialist: MICROS Systems, 2001-2004
  - Designed and supported mission-critical financial systems in 24/7 customer environments
  - Operated as sole technician for UNIX-based systems, which processed millions of dollars daily
  - Increased revenue and customer loyalty by selling and building custom solutions
- UNIX Tier 3 Support Specialist: HostPro, 2001
- Operations and Systems Production Support: VoiceStream Wireless, 2000

## **Education & Certifications**

- University of Washington: Perl Programming, 2003-2004
- Seattle Central Community College: Computer Programming, 2000

## **Volunteering**

- Youth Facilitator: WILS (Wisconsin Leadership Seminars), 2004-2014
- Youth Ambassador: WILS (Wisconsin Leadership Seminars), 1994-1997
- Secretary: WILS (Wisconsin Leadership Seminars) Alumni Board, 1994-1995