# Gary B. Genett // Pathfinder & Technologist

Seattle, WA | 206-391-6606 | [me@garybgenett.net](mailto:me@garybgenett.net)  
<http://www.garybgenett.net/Gary_B_Genett-Pathfinder_and_Technologist.pdf>

|  |
| --- |
| **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 |

### 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](http://www.garybgenett.net/resume/BIG-IP_Integration_Guide.docx) and training for 3rd party development
* Reverse-engineered and automated product installer to provide rapid provisioning
* Cultivated the relationship and supported the technical work resulting in [MSNBC Case Study](http://www.garybgenett.net/resume/msnbc-election-day-cs.pdf)

### 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](http://www.garybgenett.net/resume/creating-performance-test-methodology.pdf), setting the industry standard for comprehensive evaluation

### Additional Experience

* Network Support Engineer: F5 Networks, 2004
* Implementation Specialist: MICROS Systems, 2001-2004
* UNIX Tier 3 Support Specialist: HostPro, 2001
* Operations and Systems Production Support: VoiceStream Wireless, 2000
* Hospitality Industry: Various Roles at Several Companies, 1993-2001

### Education & Certifications

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

### Volunteering

* [UWKC (United Way of King County)](https://www.uwkc.org), 2009-2010
* [Nature Consortium](https://dnda.org/dnda-nature), 2009
* [Circus Contraption](https://www.circuscontraption.com), 2009
* [WILS (Wisconsin Leadership Seminars)](https://wils.us), 1993-2014 *(Public accolades in 2017* [*Facebook post*](https://www.facebook.com/WILeadS/posts/10155511390964644)*)*