

Casey Bleeker

Senior solutions architect and growth hacker who helps guide organizations through critical innovation shifts. A rare sales engineer who can connect with an executive audience's interests through dynamic presentation skills and the ability to rapidly code prototypes relevant to business outcomes. No matter the task, no matter how challenging, always works diligently and proficiently to exceed expectations.

Denver, Colorado
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RELEVANT PROFESSIONAL EXPERIENCE

Cisco Systems, Inc. - San Jose, CA

04/14 - Current

Senior IoT Developer Evangelist

05/17 - Current

Job Responsibilities

- Lead a team of developer evangelists responsible for driving thought leadership, vision, & innovation of Cisco IoT software & solutions thru internal sales enablement and external messaging.
- Guide team on enterprise customer engagements, including assisting in identifying customer line-of-business outcomes and architecting relevant solutions on Cisco products.
- Engage with CXO level customer audiences as a global sales resource who highlights the business-value of programmability of IoT solutions.
- Present as trusted expert in various trade shows, customer conferences, and executive keynotes.
- Develop customer facing content including coding tutorials, blogs, and learning labs. Set and prioritize team content delivery schedule.
- Assist senior product leadership in architectural reviews and competitive analysis.

Notable Accomplishments

- Invited to join Office of the CEO's AI/ML Community of Excellence.
- Leading a cross-functional team to create new outcome-oriented application developer portal.
- Helped launch a joint marketing campaign between Apple & Cisco, targeting iOS developers on StackOverflow.
- Invited to speak at multiple public facing conferences, including All Things Open and WebSummit Lisbon, on complex topics such as blockchain, containerized microservices, and AI/ML.

Job Responsibilities

- Managed equity & non-equity investments of \$150M Cisco Spark Innovation Fund.
- Global enterprise sales resource for CXO level engagement of all Cloud Collaboration APIs.
- Created and marketed field-enablement materials to increase scale of API driven Cloud Collaboration sales.
- Assisted product managers in product design and architectural reviews.
- Supported public and customer facing hackathons and conferences.

Notable Accomplishments

- Invited to deliver opening keynote session at first annual 2016 Chatbot Summit in Tel Aviv. Participated on a panel of investment leaders as the representative of \$150M Cisco Spark Innovation Fund.
- Created, marketed, and executed the vision for a first ever hands-on coding event for 400 of Cisco's most senior leaders. Recruited and coordinated support staff of over 100 people from 10+ different sales organizations to travel to San Jose to execute my vision. Exhibited cross-functional leadership working with the executive sponsors to secure funding and meet desired goals. Response was outstanding with requests for immediately re-delivery to EMEAR & APAC executive leaders.
- Designed and developed the DocuSign/Spark integration that resulted in a corporate partnership and my presentation of the Cisco platform in the keynote of the DocuSign developer conference.
- Created catalog of demo applications resulting in over 3,000 demo uses per month by the global field sales staff, greatly increasing the scale of a small leadership team.
- Created productivity chatbot to allow searching internal document repositories. Use exceeded 900 times per day, equating to 75 employee man hours saved every day.
- Led content development for keynote session at annual sales conference. Session had over 3,000 attendees and was the highest ranked session in our business unit.
- Presented at multiple Cisco Live customer conferences: Melbourne 2016, Las Vegas 2016 (Distinguished Speaker), Berlin 2017.

Job Responsibilities

- Pre-sales consultant for all public-sector engagements involving collaboration products across a seven-state territory (CO, UT, NV, AZ, NM, NE, WY).
- Provided technical consultancy to sales teams, customers, and channel partners.
- Assisted customers with feasibility analysis and on-site proof-of-concept installs.

- Built relationships with key customer contacts, identified line-of-business needs, and architected solutions to meet desired outcomes. Presented solutions to customer contacts and executive leaders.

Notable Accomplishments

- Operationalized remote road show throughout territory resulting in over 50% increase in FY15 Tier 3/Tier 4 run rate.
- Led RFP presentations to win four large deals each exceeding \$2M.
- Created API-centric learning materials to evangelize API and programming learning across the global sales engineering community.
- Recognized as CSE of the Year for FY15 in SLED West Collaboration, achieving 118% of plan while covering two regions. Awarded FY15 Sales Champion (Top 1% of global sales engineers).

Colorado Community College System - Denver, CO

04/09 - 04/14

Unified Collaboration Administrator

11/12 - 04/14

Job Responsibilities

- Principal engineering and project management lead (SME) for all telepresence, collaboration, and network solutions at 38 sites.
- Orchestrated deployment, maintenance, and troubleshooting of all ancillary applications, including server OS management & provisioning on UCS/ESXi platforms.
- Responsible for all escalated Tier 2 & Tier 3 UC-related helpdesk tickets, serving as the highest level of support in the enterprise for all UC platforms.

Notable Accomplishments

- Personally architected and implemented forklift of telepresence infrastructure
- Designed novel and complex dial-plan, allowing reselling telephony services to state and local governments.
- Delivered proposal to executive leadership to replace existing provisioning system. Recognized for excellent & extensive web-based administrator documentation sets & training events. Deployment resulted in a near elimination of onboarding related Tier-1 tickets to the enterprise helpdesk.

Jr. Network Administrator

01/11 - 10/12

Job Responsibilities

- Principal engineer responsible for two-year migration of 12 existing customer telecommunications environments across 38 sites into one geographically distributed high availability infrastructure.
- Responsible for automated monitoring, troubleshooting, and resolution of LAN/WAN serving 10,000 users.
- Principal engineer for SharePoint 2007, 2010, & SQL Server 2008 R2 farms.

Notable Accomplishments

- Structured a complex call-routing design resulting in toll-charge savings projected

- to exceed \$500,000 over the life of the project, fully substantiating our ROI.
- Played vital lead role in programmatic manipulation and import of all user and device data for each migration

Technical Systems Analyst

04/09 - 12/10

Job Responsibilities

- Responsible for managing Tier-1 & Tier-2 Helpdesk for 350+ users.
- Principal lead for video conferencing environment
- Responsible for configuring Active Directory user accounts, permissions, and associated GPO policy, as well as Windows Server 2003 R2, 2008, 2008 R2 deployment and maintenance for file & print servers.

Notable Accomplishments

- Nominated for Colorado Community College System Employee Of The Year (2010) as lead analyst of the CCCS IT Department

Volt Hiring Services, Lawrence, KS

08/06 - 12/08

Microsoft Student Representative; Marketing & Technical Trainer

- Completed leadership training at Microsoft headquarters in Redmond, WA in order to educate other marketing employees and potential educational clients on usage of upcoming Windows Vista and Office 2007 features. Marketed new student software licensing models to multiple educational institutions, as well as fulfilled Microsoft SharePoint TME roles and responsibilities.

CampusFundraiser, UREPS Division, Framingham, MA

08/04 - 07/05

Campus Brand Manager; Marketing

- Recruited and managed marketing team of 25 employees, completing viral marketing promotions for clients such as Time Warner, Sprint, and Citibank
- Recognized as being one of the top performing Brand Managers in the nation. 2nd highest campaign metrics out of over 200 national Brand Managers.

EDUCATION

Massachusetts Institute of Technology

Big Data and Social Analytics (Certificate), 2017

University of Colorado, Denver, Denver, CO

Bachelor of Science in Biology & Bioinformatics, 2013.

RELEVANT SKILLS SUMMARY

Development Skills:

- Proficient in Javascript, Python, Node.js
- Moderate experience in C++, Go, Java
- Familiarity with AWS VPC, EC2, ELB, S3, Route53, Lambda, Alexa Skills Kit, Lightsail, Greengrass, Kinesis (Amazon Solutions Architect Associate Certification currently in-progress)
- Experience designing and using RESTful APIs
- Industry experience of IoT protocols and platforms
- Experience with AI/ML/RNN platforms & big data pipelines

OS & Virtualization Platforms:

- ESXi, VCenter, and VSphere
- Docker, LXD, Kubernetes
- Cisco UCS Server & FibreChannel SAN Architectures
- Linux Administration (RHEL/Fedora, Ubuntu, Centos)
- Windows Server & Active Directory Administration

Enterprise Applications:

- Sharepoint Farm - 2007, 2010
- SQL Server - Express, 2008, 2008R2
- Microsoft ADFS & SAML 2.0 IdP Providers