

# Houston H. Haynes

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Principal architect with proven engineering management experience in designing & building resilient distributed operational and analytic solutions for desktop, mobile and embedded systems using Azure, AWS and private cloud.

- ✓ 20+ years of managing teams and systems for highly regulated platforms – healthcare, finance, automotive and governmental verticals
- ✓ Lean software practitioner and agile process advocate since 2003, primarily event sourced domain driven design patterns (DDD)
- ✓ Microsoft Certified Professional – Data Science (2017)
- ✓ Azure Data Platform Advisory Group
- ✓ SoapUI Product Advisory Board
- ✓ Presenter at Microsoft Ignite & AWS Insights Conferences (Big Data/ML/Hybrid cloud architecture)

## Work Experience

### **ROWER CONSULTING, MANAGING PARTNER, 2020-PRESENT**

Manage work assignments and delivery of digital transformation projects for government and regulated industry verticals. Lead information security audits and policy reviews for companies and municipal agencies as part of systems modernization efforts. Work with cloud service providers to instrument secure data and workload infrastructure in cloud-native and hybrid working environments. Produce transition documentation for project hand-off to client working groups.

### **SOUNDFI, MANAGING CONSULTANT, 2019-2020**

In the role of VP of Media and Platform Services, establish multi-disciplinary team to build global live streaming capability spanning AWS and Azure. Re-defined product road map and provided a scalable architecture that supports flexible streaming infrastructure in conjunction with ephemeral compute for analyzing player and user telemetry. Re-structured front-of-house and back-office systems while developing new partnerships with media companies.

### **INSIGHT ENTERPRISES, SENIOR DATA ARCHITECT, 2019**

Perform lead development and client interfacing roles within the Digital Innovations division. Advise clients in vendor and tool selection for strategic project initiatives. Deliver wide data analytics platforms for multi-national clients, addressing SOX, HIPAA, CCPA and GDPR compliance as a first-class consideration in solution patterns. Advise senior management on applying agile patterns and practices among consulting, partner and client working groups. Present technical overviews of AWS and Azure technologies on behalf of vendors and Insight Enterprises.

### **APEX SOLUTIONS, MANAGING CONSULTANT, CLOUD ANALYTICS, 2018 –2019**

Serve as full stack project engineer for analytics efforts across multiple national cost accounting programs. Assist multiple working groups with interview, selection and development of data engineering personnel. Architect and implement a cloud-centered self-service analytics platform for non-clinical decision support. Provide expertise to Chief Data Office on master data proposals to harmonize departmental and regional data sets toward creating a canonical platform for operational reporting across all segments of the enterprise.

### **REDAPT, ADVANCED ANALYTICS MANAGING ARCHITECT, 2017 – 2018**

Performed pre-sales technical reviews including scope, design, and customer presentation yielding 25% increase in committed projects. In one case I designed and delivered a data platform optimization that realized \$15,000 per month savings in customer OPEX with significantly improved system performance. Assigned and managed project engineering teams from day-0 meetings through to customer training and final delivery. Presented at public events on behalf of Microsoft on subjects of hybrid infrastructure and machine learning at production scale.

### **ADVANTAGE SOLUTIONS MARKETING, LEAD BI DEVELOPER, 2016 – 2017**

Led team in design of sales up-lift analysis of marketing campaigns conducted by several national retail chains, yielding a 15% increase in reporting accuracy. Initiated cohort study of seasonal employee recruitment and retention patterns, providing recommendations to reduce staff turnover by 30%. Advised management on a phased migration approach for shifting workloads and data to Azure platform while managing on-premises projects through the fiscal year.

### **MATTEL, TEAM LEAD – EPM, 2015 – 2016**

Orchestrated GL migration for Mattel's \$25mm re-platforming of Oracle Hyperion Financial Management. Managed contracting resources on development and validation of ETL processing from external systems. Architected certification process for general ledger processes from more than a dozen partner systems around the globe. Using Azure platform services, developed streaming data platform for near-real-time visualization of close and ledger reconciliation activities initiated at remote sites during critical financial reporting periods.

#### **HONDA AMERICAS R&D, TELEMATICS TEAM LEAD, 2014**

Using AWS and Verizon private cloud as a solution platform, led development of on-prem to cloud migration for in-vehicle systems data. Designed a forward-looking fleet scaled platform to validate telemetry volume and velocity, simulating data demands through a three-year model release window. Document cloud-based application lifecycle including NTSB regulatory compliance plan for Honda US management review.

#### **UNIVERSAL MUSIC GROUP, LEAD DATA PLATFORM CONSULTANT, 2013 –2014**

Design enterprise data migration and process guidance for the Global Royalties and Copyright IT Group. Architected process modifications and designed artifacts detailing variances resulting from remediation of post-corporate-merger data feeds from EMI Group. Produce new ETL processes to support direct ingestion of royalty declarations into SAP as part of a post-merger sunset of JDE as accounting system of record.

#### **LIVE NATION, INFRASTRUCTURE AND DEVOPS MANAGER, 2010 –2012**

In both AWS and private cloud infrastructure, built micro-services framework for multiple environments and multi-region production tier. Designed service validation framework for certifying and managing partners integrating into new ticketing platform SOI. Functional areas included search, identity, ticket availability and related commerce. Managed diverse product portfolios including mobile and kiosk platforms as well as internal-facing client center portal for venues. Responsible for project budgets for staffing and estimating costs for tooling and application development.

#### **WESTERN ASSET MANAGEMENT, QUALITY ENGINEERING MANAGER, 2007 –2010**

With dual role – technical and compliance – created framework for validating Bloomberg data feeds against counterparty strike price information. Created a consolidated view of front and back office application performance with summary reporting across working teams. Championed the adoption of industry best practices, including application short release windows using Open Unified Process and agile patterns and practices across working groups. Prepared data and system validation budget for fiscal year across application delivery teams. Managed application, data and systems compliance attestations to satisfy internal auditor and external regulatory review.

#### **TECHNICOLOR, SENIOR CONSULTANT, 2007**

Created digital asset management tracking apparatus using Microsoft Team Foundation Server with Project Server integration. Created virtual bar code watermarking micro-services to track Grass Valley Systems work product through the newly crafted mezzanine, digital theater and H.264 transcoding pipelines. Documented and cross-trained the working group on agile patterns and practices, from backlog management to continuous deployment. Authored architectural documentation establishing the ATG's adherence to parent ISO 9001 certified process guidance for physical and digital asset management.

#### **BANK OF AMERICA, AI GROUP MANAGER, 2004 – 2007**

Led three teams in multiple global locales to manage decision support systems (AI) integrity and availability. Designed independent cohort analysis of loans in servicing portfolio for CHL Secondary Marketing Group. Managed relationships with Fannie Mae, Freddie Mac and VA on service protocols and regulatory compliance. Provided support for SDLC management efforts by analyzing and modifying work streams and guiding the broader working group in adopting good development and deployment practices. Managed vendor relationships in budgeting for tools and infrastructure.

*For a list of recommendations:* <https://h3tech.dev/vitae/recommendations>

*Early career compendium:* <https://h3tech.dev/vitae/early-years>

## **Education**

**BS AUDIO ENGINEERING, MINOR IN COMPUTER SCIENCE, UNIVERSITY OF NORTH CAROLINA, ASHEVILLE**

**RESEARCH ASSISTANT TO DR. ROBERT MOOG, RESEARCH PROFESSOR OF MUSIC**

Edited *Music, Electronic* entry for Encyclopedia of Applied Physics (author: Moog)

Thesis: Computer generated variations from Bach's Well Tempered Clavier