

James Ebentier, Software Architect at Invoca

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SUMMARY Software Architect with a primary focus on efficiently and effectively transferring data between systems, and automation. Over the past 10 years of my career I've mastered skills across the Data Processing, Streaming, Infrastructure Provisioning, CI/CD Automation, Service Oriented Architecture Design and Software Development Lifecycle.

EXPERIENCE **Invoca, Software Architect**

2023-03-01 — Present

<https://www.invoca.com>

- Invoca is an AI-powered call tracking and analytics platform that helps marketers get campaign attribution and actionable data from inbound phone calls. Invoca delivers real-time call analytics to help marketers take informed actions based on data generated before and during a phone conversation. As a Software Architect on the Dev Enablement group, I am responsible for guiding and implementing the vision of a generalized development platform that our product development teams can use to build and deploy their services with speed and stability in mind. I work with the executive and management team to prioritize shift left initiatives to improve feedback loops and automation in the test and release cycles, standardization of service development to allow for easier cross team collaboration and a focus on improving the overall developer experience.
- Guided the development of a new development platform that allows for easy service creation, deployment, and monitoring by leveraging the Backstage tooling system
- Helped to implement automated release and upgrade strategies for core low level components like core libraries and languages. Automating the build, test, release cycles for new versions of Ruby and Rails.
- Worked with management to prioritize and implement developer productivity metrics and tools utilizing DORA and SPACE metrics to improve the overall development cycle.
- Managed technical debt and architectural improvements across the platform for seamless and non-interruptive upgrades and improvements, allowing the product development teams to focus on delivering customer value.
- Mentorship of senior and tech lead engineers to improve their knowledge and understanding of core development practices and architectural design.

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- Invoca is an AI-powered call tracking and analytics platform that helps marketers get campaign attribution and actionable data from inbound phone calls. Invoca delivers real-time call analytics to help marketers take informed actions based on data generated before and during a phone conversation. As a Principle Software Engineer on the Release Engineering and Backend Platform team, I am responsible for guiding and implementing the vision of all shared layers of the Invoca platform and working to make sure that our Test and Release pipelines are generalized and standardized to improve developer happiness and throughput.
- Assessed and built improvement plans for shared libraries across the Invoca platform including but not limited to logging, secrets management, monitoring and alerting, database management
- Planned and ran a cross team effort to upgrade our platform to new versions of shared libraries
- Designed and implemented test infrastructure and pipeline improvements across the organization
- Designed the roadmap and worked with the executive and management team to prioritize shift left initiatives to improve feedback loops and automation in the test and release cycles
- Worked with the Infrastructure Platform and Security teams to build test automation suites to be applied to all deployable services to improve the overall development cycle
- Mentorship of junior developers to improve their knowledge and understanding of core development practices

Invoca, Staff Software Engineer

2018-03-01 — 2021-03-01

<https://www.invoca.com/>

- As a Staff Software Engineer at Invoca, I was responsible for being a technical leader not only on my scrum team, but to the Engineering department as a whole. I was not just responsible for coding solutions for complex problems, but also planning ahead and designing scalable, fault tolerant systems for processing call data sent from out telecom systems in real time.
- Identified key areas of strain on internal systems, created a roadmap for upgrade and development work, and delivered to completion through the work of my team
- Work cross team and cross department to understand and solve company needs outside of feature development
- Contributed heavily on sales initiatives that needed special engineering guidance during the implementation process
- Designed and implemented an in-house auto-scaling centralized logging solution capable of processing upwards of 1 billion log lines a day with < 20 seconds of latency using Filebeat/Logstash, Kafka, Elasticsearch, and Kibana.
- Trained developers on how to use common production investigation tools like Kibana, grep, MySQL, gdb
- Developed an open source structured logging gem that is now used across the entire platform for more detailed log aggregation in Elasticsearch
- Designed the roadmap for and lead my team on rebuilding our data webhooks infrastructure to be more scalable and follow SOA best practices
- Designed and lead a cross team initiative to convert the communication between our telecom systems and data warehouse from REST API calls to Kafka streams and Event Driven Design

<https://www.invoca.com/>

- As a Senior Software Engineer at Invoca I was responsible for being a technical leader on my team. Performing Code Reviews and teaching the other developers best practices. It was expected of me to provide simple, elegant, and fully tested solutions to complex problems at fast speeds.
- Developed a SlackBot responsible for automating the deployment process
- Converted all system from using a Chef provisioned YAML file to Consul and Consul Template for service discovery
- Converted all system from using a Chef provisioned YAML file to Vault for application secrets
- Gained an understanding for the ins and outs of the telecom infrastructure and performed regular fixes and upgrades to these system
- Pushed company practices from bi-weekly deployments to multiple deployments per day

Graphiq Inc., Senior Software Engineer

2013-10-14 — 2016-01-14

<https://www.graphiq.com/>

- Graphiq (formerly FindTheBest) is a semantic technology company that instantly delivers deep insights from the world's data. Since 2010, the company has amassed the world's deepest and most interconnected knowledge graph, encompassing 500 collections, 1 billion entities, 250 billion data points and 25 billion curated relationships. At Graphiq I was responsible for building and maintaining the main data pipeline in the platform used by the company to ingest, process, and store data within the knowledge graph.
- Implemented and managed Kafka infrastructure used for streaming data updates into one of the world's largest knowledge graphs.
- Utilized service oriented architecture principles to improve speed and efficiency of both the data pipeline, and development.
- Built automated deploy pipelines for various pieces of the platform not just limited to the data pipeline
- Developed API documentation and SDKs using OpenAPI for easy distribution and usage throughout the company
- Became a main contributor to the OpenAPI open source project
- Developed a Pentaho Kettle plugin to allow ETL processes to seamlessly stream data into the platform

Novacoast, Developer III

2011-06-01 — 2013-10-01

<https://www.novacoast.com/>

- Novacoast is a security and software development consultant company headquartered in Santa Barbara, California. The services that Novacoast offered are geared toward enterprise and Fortune 500 companies. As a Developer III at Novacoast I worked on many different contracts ranging from software and infrastructure security consulting, urgent incident response teams, to beta application development for local start ups.
- Developed multiple demo applications for clients used for sales purposes
- Performed and communicated the findings of penetration tests against a wide range of systems
- Installed security infrastructure ranging from Web Application Firewalls to Symantec System Monitoring platforms
- Developed and installed custom CRM and Active Directory management platforms

Dekka-Tek, Web Development Intern

2010-01-01 — 2010-06-01

- Dekka-Tek was a think tank used to ideate and create new startups in the Santa Barbara, California area. As an intern at Dekka-Tek I worked with Bob Wilson and Derrek Allef to build out an online platform to be used by the US Judo community for managing tournament registration and tracking.

EDUCATIONUniversity of California Santa Barbara

2007-09-01 — 2012-06-01

Bachelor of Science - Computer Science

SKILLSDaily Toolbelt (*Master*): Ruby/Rails, Node.js/Javascript/JQuery/React,

Kafka/KafkaConnect/KSQL, RabbitMQ/Cellery, Percona/MySQL/PostgreSQL/MongoDB, Elasticsearch, Logstash/BeatLib/Kibana, Python, Docker/Kubernetes, CI/CD Automation Systems, bash/sh/*nix, Chef/Ansible/Terraform, Prometheus/Graphite/Graphana/StatsD, Distributed Trace/Jeager, AWS/GCE/Heroku, Redis, Vault/Consul

Techniques (*Advanced*): Configuration Management, Continuous Integration / Deployment, Test Driven Development, Agile/Scrum/Kanbahn, Continuous Improvement, Service Oriented Architecture, Distributed Systems, Event Driven Architecture

Other Languages (*Intermediate*): Java/Scala, PHP, R, Go, C/C++

LANGUAGESEnglish (*Native Speaker*)