Joe Rogers

Site Reliability Engineering Lead (SRE Leader)
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Summary

Site Reliability Engineering Leader (SRE Lead) with 20+ years across on-prem to AWS, guiding teams to modernize platforms with Infrastructure as Code (IaC) (Terraform/Ansible), containers (ECS/EKS/Fargate, Docker), GitLab CI, and observability (Datadog/Splunk). Currently driving AI/LLM adoption (Bedrock, internal LLM tools, code assistants) to accelerate delivery. Cut release lead time from 1 day to 1 hour, new app spin-up from 2 weeks to 2 days, and migrated 50+ services from EC2 to ECS. Passionate about coaching SREs, DORA metrics, and cost/MTTR reduction.

Skills

Cloud: AWS (ECS (Elastic Container Service), EKS (Elastic Kubernetes Service), Fargate, EC2, ASG (Auto Scaling Groups), ACM, Multi-region / Multi-account IAM, Network VPC, Security Groups, Cloudfront, Route 53, Bedrock), Cloudflare
IaC & Config: Terraform, Ansible, Puppet
Security: NIST, Orca, Datadog, Pen Tests, Compliance
Containers & Orchestration: Docker, ECS, EKS, Kubernetes
CI/CD: GitLab CI, Gitlab Runners, CodePipeline/Build/Deploy, Jenkins
Observability: Datadog, Splunk, Prometheus, Grafana
Languages & Tools: Python, Bash, VSCode, Cline, Copilot
AI/LLM: Bedrock, OpenAI, Claude, Gemini, Perplexity
Leadership: Team guidance, mentoring, incident leadership, SLOs/Error Budgets, DORA metrics, Jira, Agile, Scrum

Experience

Core Digital Media - *Playa Vista, CA*
Site Reliability Engineering Manager (IC-heavy leadership role) - *July 2021 - Present*

- Drove a major modernization initiative to containerize 50+ services from EC2 to ECS/Fargate, replatform CI/CD from AWS CodePipeline to GitLab CI, and migrate from self-hosted GitLab to GitLab Cloud Ultimate. Enabled shift-left testing, reusable pipelines, and AI-assisted reviews Reduced new-service bootstrap from 14 to 2 days (-86%) and release lead time from 24h to 1h (-95%), while cutting infra and tooling costs 50% and standardizing deployments org-wide
- Championed strategic cost optimization by actively managing AWS budgets, accurately forecasting usage, and recommending Savings Plans and Reserved Instances, consistently keeping infrastructure costs under budget and unlocking funds for innovation
- Led a team of three direct reports and up to seven engineers in extended project teams to implement Infrastructure as Code (IaC) using Terraform, GitLab CI, and GitLab Runners, instilling a GitOps mindset that drove a 70% improvement in deployment efficiency

- Led the re-architecture of Disaster Recovery tooling to align with modern CI/CD workflows, ensuring automated failover readiness and resilience as part of our cloud-native transformation
- Spearheaded migration of Infrastructure as Code tooling from end-of-life CentOS 7 to long-term support AlmaLinux, ensuring platform stability, security compliance, and future-proofing critical automation workflows
- Initiated deployment of automated patching using TuxCare, enabling live kernel patching with zero reboots to enhance security posture—project was in progress at the time of role transition
- Created internal python pydanticAI AWS Bedrock backed Slack Bot with a custom AWS Infra MCP server, championed AI code assistant tools, LLM adoption
- Developed and led hands-on workshop**s** to upskill the team on containerization and orchestration, including Dockerizing Java apps, deploying to ECS, and running Kubernetes workloads. Created tailored labs and Terraform-powered Atlantis sandboxes for each engineer to practice in isolated, reproducible environments

Core Digital Media - *Playa Vista, CA*
Principal System Administrator - *Jan 2019 - July 2021*

- Architected a multi-account, multi-region AWS infrastructure in collaboration with AWS Solutions Architects, hosting all production, QA, and development environments—including a pilot light disaster recovery setup for high availability and resilience
- Saved $2 million in VMWare hardware renewal costs by migrating 500 datacenter hosted VMWare VMs to AWS EC2
- Executed annual live Disaster Recovery failover tests, seamlessly shifting 100% of client traffic to DR infrastructure to validate business continuity plans and meet insurance and contractual compliance requirements.
- Using observability metrics, right sized our applications to dramatically reduced AWS costs by over 50%
- Increased code deployment from once a week to once a day by migrating from Jenkins to Terraform module based AWS CI/CD Code Pipeline / Code Build / Code Deploy
- Led GitOps adoption and Terraform standardization to enforce Infrastructure as Code best practices—eliminating one-off deployments, increasing reliability, and ensuring consistent, repeatable infrastructure across all environments

Lowermybills - *Playa Vista, CA*
Senior System Engineer - *Jan 2013 - Dec 2018*

- Designed and built a highly available, bare-metal Kubernetes cluster with multi-master and multi-worker nodes, backed by NAS storage, and Cisco 10G switches. Deployed production-grade applications using Jenkins pipelines with real-world traffic and load profiles
- Provisioned VMware-based Kubernetes clusters on vSphere using tools such as KOPS, Kubespray, and Terraform to support scalable, repeatable development environments
- Complete data center migration from one colo to another (again) with only a few hours of downtime
- Migrated infrastructure to Cisco UCS VSphere VMWare clusters and scaled to 1,000+ VMs, maintaining five parallel project environments in sync with production to accelerate development and support key business initiatives
- Built automation tooling with Ansible to manage 1,000+ VMs—configuring security, user access, Splunk-based application logging, Nagios monitoring, and maintaining VMware agents—ensuring consistent, compliant environments across all stages

Experian Interactive Media - *Culver City, CA*
Senior System Engineer - *Dec 2008 – Jan 2013*

- Maintained 100% uptime during a 300-server datacenter migration

- Deployed Red Hat Satellite patching across 300 servers and instituted a monthly staged patching cycle across Dev → QA → Stage → Prod
- Consolidated DNS infrastructure to BIND 9 (primary/secondary) with zero downtime; migrated back office DNS from Microsoft AD to BIND
- Implemented VMWare with self managed ESX hosts to deliver scalable Stage/QA/DEV/ENG environments, leveraging P2V, cloning, LVM, and templates
- Introduced Puppet for configuration management, enabling consistent provisioning and lifecycle management of VMs across environments, reducing manual effort and configuration drift

Time Warner Cable - *Orange, CA*
System Engineer - *Jun 2001 - Dec 2008*

- Administered a large-scale Solaris and Red Hat environment, ensuring high availability and performance across critical infrastructure powering internet access for cable modem customers.
- Maintained and supported essential customer-facing services including DNS, NFS, LDAP, and Sendmail—delivering always-on, utility-grade reliability for primary email and connectivity needs.
- Developed and deployed proactive monitoring and automation scripts, significantly reducing mean time to resolution (MTTR) and preventing service disruptions.
- Contributed to disaster recovery planning and testing, ensuring business continuity and rapid recovery of customer-impacting services in the event of outages.

Sun Microsystems - *Santa Clara, CA*
System Adminstrator - *Apr 2000 - Jun 2001*

- Managed Solaris systems and enterprise hardware across engineering environments
- Provided operational support for development workflows and production-like test environments

Education

UCLA, Los Angeles — Electrical Engineering