

Joe Rogers

Site Reliability Engineering Manager (SRE Manager)

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Summary

Site Reliability Engineering Manager (SRE Manager) with 20+ years across on-prem to AWS, leading 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 Slack LLM bot, 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, IAM, VPC, Security Groups, Cloudfront, Route 53, Bedrock), Cloudflare
IaC & Config: Terraform, Ansible, Puppet
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: Hiring, mentoring, incident management, SLOs/Error Budgets, DORA metrics

Experience

Core Digital Media - Playa Vista, CA

Site Reliability Engineer Manager - 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.
- Created internal infrastructure LLM Slack Bot, championed AI code assistant tools, LLM adoption
- Provided consistency and stability to the business units by instilling a mindset of Infrastructure as Code (IaC) first principles, utilizing Terraform to deliver and maintain infra that is repeatable, accountable, and managed via a single source of truth

Core Digital Media - Playa Vista, CA

Principal System Administrator - Jan 2019 - July 2021

- Saved \$2 million in VMWare hardware renewal costs by migrating 500 datacenter hosted VMWare VMs to AWS EC2
- 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

Lowermybills - Playa Vista, CA

Senior System Engineer - Jan 2013 - Dec 2018

- Complete data center migration from one colo to another (again) with only a few hours of downtime
- Migration to VMWare and 1000 VMs
- Automation, Ansible, and Puppet

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 ten ESX hosts to deliver scalable Stage/QA/DEV/ENG environments, leveraging P2V, cloning, LVM, and templates

Time Warner Cable - Orange, CA

System Engineer - Jun 2001 - Dec 2008

- Administered Solaris and Red Hat environments
- Supported critical services: DNS, NFS, LDAP, Sendmail
- Implemented monitoring and automation scripts, contributing to improved uptime and reliability
- Participated in disaster recovery planning and execution

Sun Microsystems - Santa Clara, CA

System Administrator - 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