



KEN COLLINS

PRODUCT & ENGINEERING LEADER

📞 (757) 672-2246

✉ ken@unremarkable.ai

🌐 linkedin.com/in/metaskills

🏠 Portsmouth, Virginia

SKILLS — 🧠

- Business Strategy
- Leadership Alignment
- Generative AI & LLMs
- Product Development
- Cloud Architecture
- Enterprise Search & RAG
- Business Automation
- Build v. Buy Platforms
- Developer Experience
- Customer Data Platforms
- Kubernetes & AWS Lambda
- Agile Development

AWARDS — 🏆

AWS Hero
Jan 2020

Lamby product enabling Rails to lift-n-shift into cloud-native integrations with Lambda & Event Bridge.



Innovation Juggernaut
Jan 2019 by Custom Ink

Diverse innovations have collectively boosted annual revenue by over \$2 million, enhancing UX & Op. efficiency.

You Can Teach an Old Design Lab New Tricks!
Jan 2016 by Custom Ink

Retrofit of Custom Ink's Design Lab for mobile. Boosted conversions by 35% with a 20% rise in orders. Major pivot for the company's digital evolution.

PROFILE — 🧑

Early on as a Marketing Director, I was a self-described conversion junkie. Nowadays, I love bringing technology and innovative thinking to complex business problems. For both, measurable results matter. Empathy and strategy are my superpowers that connect "hello world" to hello revenue using years of experience in Architecture, E-commerce, Engineering, Infrastructure, Marketing, & Sales. Currently all in on GenAI and emerging Cognitive Architectures.

WORK HISTORY — 🏢

PRINCIPAL PRODUCT ENGINEER @ Custom Ink Oct 2019 - Present

⬆ **SR. SOFTWARE ENGINEER** Sep 2012 - Oct 2019

On the Commercial Platform Leadership team I focus on building alignment around innovative product solutions that drive strategic growth and enhanced experiences using my technical vision, strategy, situational leadership, & narrative story telling.

- Design AI Intelligence & Segmentation Claude 3 & AWS. \$10M sales growth.
- Merchandising AI Retrieval (RAG) with Baymard Usability & Faceted Search.
- Broad Organization AI enablement with OpenAI Enterprise (GPTs) and Copilot.
- Component-based image personalization product suite for Designs & Merch.

SR. APPLICATION ARCHITECT @ PharmMD Mar 2012 - Aug 2012

Implemented a service-oriented design and a synchronized JavaScript app for a pharmacist call queue, streamlining system integration.

SR. SOFTWARE ENGINEER @ Decisiv Aug 2006 - Aug 2012

Lead developer of a multi-tenant Rails application for the heavy truck industry. Authored the SQL Server Adapter for Rails & TinyTDS C extension for Ruby.

MARKETING DIRECTOR @ ArcaMax Pub. Oct 2004 - Feb 2005

Boosted profitability for a new discount CD-ROM software & DVD business unit by integrating search & affiliate marketing channels into a legacy in-house platform.

TECHNICAL DIRECTOR @ Stratum Marketing Sep 1999 - Jul 2004

Utilized design, print, & technology expertise for travel, food, & consumer brands.

REFERENCES — 🛡️

Gihad Jawhar
CTO @ Custom Ink

Ken played a pivotal role in our cloud adoption and later spearheaded a transformative AI strategy, demonstrating exceptional ability to integrate technical expertise with business at Custom Ink.

✉ gjawhar@gmail.com

Massimo Re Ferrè
Director, NextGen PM @ AWS

Ken's expertise and hands-on experience in GenAI has profoundly enhanced my grasp of this new technology. His enthusiasm for knowledge-sharing and his success in using LLMs in practical applications have been enlightening and crucial in forming my views.

✉ massimo@it20.info