



# KEN COLLINS

PRODUCT & ENGINEERING LEADER

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🏠 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”. Today, I apply that same passion to the entire organization, bringing technology and innovative thinking to broad business problems using the same measurable results. Empathy and strategy are my superpowers that connect “hello world” to “hello revenue” using years of experience in Product, E-commerce, Engineering, Infrastructure, Marketing, Sales, and now applied AI features and automation.

## WORK HISTORY — 🏢

**PRODUCT ENTERPRISE INNOVATION @ Custom Ink** ..... Jan 2020 - Present

⬆ **PRINCIPAL SOFTWARE ENGINEER** ..... Mar 2017 - Jan 2020

⬆ **SR. SOFTWARE ENGINEER** ..... Sep 2012 - Mar 2017

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.

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