

## PROFESSIONAL EXPERIENCE

### **The Coca-Cola Company**

*IT Director and Solutions Strategist*

Atlanta, GA

2017 – present

Provide strategic IT vision for the delivery of software products in the Marketing, E-commerce, and R&D lines of business for Coca-Cola North America (CCNA)

- Direct multidisciplinary teams in the design and development of a new route-to-market platform for E-commerce and 3<sup>rd</sup>-party distributors
- Defined multi-year strategy for an AI-optimized beverage product development platform and architected the first phase of the product (an online formula creation tool)
- Created standards for Agile and DevOps practices in CCNA and ensure that teams deliver against them
- Presented CCNA Step Function implementations at the AWS Re:Invent conference (<https://wpb.is/reinvent>)

### **The Coca-Cola Company**

*Solutions Architect*

Atlanta, GA

2014 – 2017

Developed transformational digital products and concepts for Coca-Cola consumer marketing groups

- Designed a machine learning solution for a long-outstanding proof-of-purchase business problem, sold it to the Coca-Cola North American marketing organization, sourced the suppliers and negotiated the contracts for delivery
  - Defined solution using image recognition with a convolutional neural network to extract 14-character product cap codes
  - Led implementation of both a cloud-based API and mobile device SDK for consumer-facing web campaigns and mobile apps
  - Invented a novel machine learning process for proof-of-purchase of consumer packaged goods (patent pending)
  - Published the solution on the Google Developers Blog (<https://wpb.is/tensorflow>)
- Defined enterprise-scale strategy for AWS serverless application development and deployment, estimated to save 450% over AWS EC2 compute and managed service fees
  - Defined multi-phase roadmap for serverless architecture development and adoption and presented it at the AWS Re:Invent 2016 Conference (<https://wpb.is/reinvent2016>)
  - Launched an open-source organization to support CCNA's serverless strategy
- Defined the architecture for the Share a Coke ecommerce platform: directed architectural decisions towards ensuring PCI compliance, fault-tolerance and stability, and platform scalability

### **Huge**

*Solutions Architect*

Atlanta, GA

2013 – 2014

Defined enterprise-scale architecture for a new retail automotive venture, EchoPark Automotive, and defined the related product vision for a cross-platform digital experience

- Served as the Product Owner within an Agile development process: defined product development strategy, worked with the customer to understand business goals and with Business Analysts to create and prioritize user stories for desktop web, mobile/tablet web, and in-store display
- Developed architectural assets including: UML sequence diagrams, network diagrams, entity relationship models, REST API documentation

**MRY***Technical Director*

Atlanta, GA

2011 – 2013

Directed multiple high-profile digital projects for Coca-Cola: defining architecture, writing code, and facilitating communication between client, agency, and multiple client vendors and partners

- Served as technical lead and architect for Coca-Cola + Spotify's Placelists platform
  - Defined system architecture and directed a team of 6 developers (front-end and back-end) through an Agile delivery process
  - Defined technology strategy, liaising with Coca-Cola, Spotify, and MRY staff to communicate technical needs and expectations
  - Contributed code to both web API and client applications
- Served as technical lead for Coca-Cola's Global 2012 Olympics digital campaign
  - Led a team of 5 developers to build Coca-Cola's global "Move to the Beat" digital campaign for the 2012 Olympics
  - Served as the inter-agency technical liaison, coordinating development activities among five different vendors and also served as the primary technical contact for Coca-Cola, consulting with their IT and Marketing teams
  - Architected a multi-channel platform including a market localization framework for the Coca-Cola Olympics website and mobile site (supporting 24 languages)
  - Team won multiple awards: Clio in Digital/Mobile Technique, Mashable Marketing Innovator of the Year, and Mixx Award for Content Marketing

**Engauge***Software Architect*

Atlanta, GA

2007 – 2011

Led the development of several marquee projects as Technical Lead and Architect

- Technical Lead/Architect for the "Great Aussie Steakout" campaign. The campaign reached a peak of 250k requests/minute to OutbackFreeSteaks.com. Campaign site built on AWS – Amazon published a case study featuring my hosting architecture for the site
- Technical Lead for the following sites: ruthschris.com, georgia.org, exploregeorgia.org, foodlion.com

**SolTech, Inc.***Systems Analyst*

Atlanta, GA

2006 – 2007

- Architected a framework for retail software installed on hand-held devices using the .Net Compact Framework and Co-developed a Windows-based "Client Agent" application installed on Point of Service devices located at Saks 5th Avenue retail outlets across the country

**Brandt Information Services, Inc.***Programmer/Analyst*

Tallahassee, FL

2004 – 2006

- Developed internet-based employee time-management system for the Guardian Ad Litum division of the Florida Department of Justice

**EDUCATION****Florida State University**

M.S. Computer Science, 2004

Graduate Thesis: *Interaction Design Patterns for Musical Applications***University of Central Florida**

B.A. Liberal Arts with Honors, 2001