

## 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)

- Defined multi-year strategy for an AI-optimized beverage development platform and architected the first phase of the platform (a cloud-hosted recipe creation tool)
  - Led a four-day hackathon to develop a functioning prototype to secure buy-in from the beverage development team (React.js, AWS Lambda, and Aurora RDS)
  - Designed security-centered architecture to manage highly-restricted beverage formulations in production
- Directed multidisciplinary teams to define the architecture of a new route-to-market platform for Ecommerce and 3<sup>rd</sup>-party distributors
  - Interfaced with executives from multiple business groups and defined a delivery roadmap that successfully balanced competing strategic interests
  - Introduced the concept of Event Sourcing as a way to maintain a ledger of purchase transactions to create real-time purchase order workflows (DynamoDB, DynamoDB Streams, AWS Lambda)
- Presented AI-enabled proof of purchase platform using TensorFlow at the 2018 TensorFlow Dev Summit (<https://wpb.is/TFsummit>)

### *Solutions Architect*

2014 – 2017

- Designed an applied AI 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
  - Designed 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 in the consumer packaged goods industry (patent pending)
  - Published the solution on the Google Developers Blog (<https://wpb.is/tensorflow>)
- Established standards for Agile and DevOps practices at CCNA
  - Created serverless CI/CD boilerplates using the Serverless Development Framework and a variety of build automation tools (GO.cd, Jenkins, CodeBuild/CodePipeline)
- 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

- Developed architectural assets including: UML sequence diagrams, network diagrams, entity relationship models, REST API documentation
- 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

## **MRY**

*Technical Director*

Atlanta, GA  
2011 – 2013

- Served as technical lead, architect, and developer 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 (C# .Net MVC and backbone.js)
- Served as technical lead, and developer 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 as the primary technical contact for Coca-Cola
  - 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

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

## **SolTech, Inc.**

*Systems Analyst*

Atlanta, GA  
2006 – 2007

- Architected and developed a framework for retail software installed on hand-held devices using the .Net Compact Framework and 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