Patrick Brandt
Digital Architect + Solutions Strategist

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PROFESSIONAL EXPERIENCE

The Coca-Cola Company — Atlanta, GA
Sr. Solutions Strategist — *2017 – present*

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

- Directed multidisciplinary teams to define the architecture of a new route-to-market platform for E-commerce and 3rd-party distributors
- Designed a multi-year strategic vision for the product development and commercialization groups and then lead product road-mapping sessions with senior leadership (CCNA Chief Technical Officer and her direct reports) to define the digital platform to support the vision.
- Established standards for Agile and DevOps practices at CCNA and continue to coach product management and delivery teams meet them
- Engaged in multiple tech community outreach opportunities including talks at major conferences and presentations to Emory University graduate and undergraduate students. Conference talks can be found here: https://wpb.is/YouTube
- Hold two pending patents: both are innovations in computer vision platforms for CCNA consumer marketing (proof-of-purchase A.I. and the Sip & Scan icon)
- Build proofs of concept for new digital products and developer productivity tools

Solutions Architect — *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
  - Published the solution on the Google Developers Blog (https://wpb.is/TensorFlow)
  - Presented the solution at the 2018 Google TensorFlow Dev Summit
- 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 — Atlanta, GA
Solutions Architect — *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   Atlanta, GA
Technical Director   *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 and built a multi-channel platform including a market localization framework for the Coca-Cola Olympics website and mobile site (supporting 24 languages)

Commented [p1]: Movement, NetBiscuits, Soli (SMS service), Zooz, PwC

Engauge   Atlanta, GA
Software Architect   *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 architecture for the site
- Technical Lead for the following sites: ruthschris.com, georgia.org, exploregeorgia.org, foodlion.com

SolTech, Inc.   Atlanta, GA
Systems Analyst   *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.   Tallahassee, FL
Programmer/Analyst   *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