Patrick Brandt

Solutions Architect/Digital Strategist

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Professional Experience

**The Coca-Cola Company**

Atlanta, GA

*IT Director and Solutions Strategist*

*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 3rd-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**

Atlanta, GA

*Solutions Architect*

*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**

Atlanta, GA

*Technical Director*

*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**

Atlanta, GA

*Software Architect*

*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.**

Atlanta, GA

*Systems Analyst*

*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.**

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