Perry Rosenberg

609-417-0080 | perry_rosenberg@alumni.brown.edu | https://www.linkedin.com/in/perry-rosenberg/ | San Francisco, CA | Remote

Summary

Principal engineer and architect with a decade of experience designing and scaling high-traffic, cloud-native systems. Known for end-to-end ownership of complex initiatives and driving transformative technical outcomes. Equally confident driving solutions hands-on with code, leading engineering teams, and mentoring talent. Delivers lasting product success by creating alignment across executives, product/technology, and customers.

Professional Experience

Extensiv – Principal Software Engineer, Software Architect   **October 2021 – December 2025**

Scope and Purview

- **Role, Impact & Results:** Scaled and grew Order Manager (OM, formerly Skubana) 40x from the startup stage from <500,000 orders per year to more than 20 million, and from $10m to $2 billion+ in volume. As Software Architect, lead the technical vision from post-acquisition integration, restructuring, and growth stages, reporting to the CTO and Chief Architect

- **Scope & Ownership:** Own, end-to-end, cloud infrastructure and SDLC for the OM application with AWS budget of ~$50k/month, including application functionality, availability, response time, cloud budget, security, KPIs, and product vision. Created KPIs and process to reduce user and backend errors, driving a YoY reduction in user errors of 50% from 2024 to 2025

- **Technical Leadership:** Manage teams of up to 15, architecting, and executing business critical post-acquisition strategic initiatives. Review platform/cloud architecture across a company of 60+ engineers and 8+ engineering teams. Implemented cross-company integrations such as greenfield SSO to align all products, and designed a shared event-sourcing strategy and platform for 4+ lines of business

- **Engineering Culture & Mentorship:** Drive good development practices and design patterns through training, collaboration, and mentoring: coached and mentored multiple engineers closely with two going on to become Senior and one a Lead Engineer. Teach engineers concepts like Domain Driven Design, Event Sourcing, Aspect Oriented Programming, Clean Code, Test Driven Development, etc

- **Technical Innovation & AI Strategy:** Lead agentic and generative AI adoption by example, proving out processes and best practices for use across 4+ teams with 20+ developers

- **Infrastructure/Code Utilized:** Java, Javascript/React, Python, Spring/Spring Boot, AWS, RDS Aurora MySQL/PostgreSQL, OpenSearch (Elasticsearch), Elastic Cache (Redis), DynamoDB, S3, Glacier, CloudFront, Elastic Beanstalk, ECS/Fargate, ECR, Docker, EC2, Lambdas, DMS, Kinesis, SQS, SNS, SES, Amazon MQ, CloudWatch, AWS IAM, Cognito, Secrets Manager, Athena, Glue, QuickSight, Inspector, GuardDuty, Terraform, CloudFormation

Highlighted Leadership and Technical Impact

- **Architecture, High-Stakes Impact:** Rescued, in only a few months, a failed ETL orders search pipeline project that had been mired in re-work for over a year. Wrote a PoC using DMS, DynamoDB, Kinesis, Docker/Fargate, and Elasticsearch, and then led a team of senior engineers to implement the PoC in a few months. Distributed/scalable architecture successfully synced 100+ million orders in two days utilizing horizontal scaling while keeping costs minimal. Project saved multiple large ($10k/month ARR) contracts by massively improving p75/p90 response times for large customers from minutes to seconds, took average load times from ~400ms to ~100ms, and reduced CPU usage of Aurora RDS database by 25% saving thousands of dollars/month

- **Cross-functional Leadership, Collaboration, Execution:** Led a cross-team effort of over a dozen engineers, architects, QA, devops, product owners, etc, to upgrade the main database of the Order Manager application from MySQL 5.7 to MySQL 8. Delivered estimated 2-month project 3 weeks ahead

of time avoiding code freeze risk, with no impact to customers. Reduced AWS spend by 37%

- **Design and Implementation:** Led transition of OM Product to Extensiv's Single Sign On (SSO) by architecting application and schema architecture for federated access and permissions across multiple accounts, designing customer UX, and managing implementation of design by working with engineers, product owners, and stakeholders across API, security, and access features

- **Infrastructure and Monitoring:** Defined and created infrastructure for releases and monitoring including Alerts and KPIs, integrated Cloudwatch, DataDog, Sumologic, and Pagerduty into OM application, and defined key metrics for observability and reporting. Trained entire devops team on the tooling, improving uptime from 98% to 99.98% in one year, representing ~$40m less delayed order volume

- **Automation and Testing:** Directed QA Engineers in defining a key suite of core tests to take our QA efforts from a manual process for cron jobs to a selenium-based approach that is automated and repeatable, and is applied to the CI/CD process

- **Partner and Stakeholder Management:** Managed multiple engagements with key, high value customers (with $100k+ yearly contract values) and partners (such as Amazon, FedEx, etc) to define product goals, prevent churn, and define roadmap. Implemented the FedEx compatible partnership program, and defined partnership goals with DHL Express, enabling visibility directly on their sites

- **Cybersecurity:** Led cloud security assessment and audit response team. Implemented an internal security audit process, and utilized Inspector/GuardDuty to remediate CVEs to pass ISO and Amazon Marketplace (MWS) cloud security audits, securing OM's partnership with Amazon Marketplace and ensuring continued access to Amazon data which drives 80% of OM order volume

Skubana – Senior Software Engineer, New York NY / Remote   **October 2017 – October 2021**

- Led the development of shipping software and cloud architecture during the scaling and acquisition-seeking stage of startup development. Scope also included distributed systems, devops, coding/testing, maintenance and ownership, as well as leading teams of engineers and leading interviews

- Directly impacted acquisition success by leading developer engagements with potential buyers, stepping through architectural, security, and code review processes, which helped lead to successful startup sale

- Led Skubana's move to microservices designing and implementing a distributed Dockerized microservice architecture to reduce shipping speed for 100s of orders from 15+ minutes to ~1 minute with Java, Spring Boot, SQS, Docker, Redis, and ECS, using non-blocking methodology

Tremor Video – Software Engineer, New York NY   **August 2016 - October 2017**

- Engineered and deployed distributed production systems integrating an AI/ML model for real-time filtering of 150,000+ JSON queries per second. Built intelligent pre-filtering mechanisms to improve model efficiency, latency, and scalability while ensuring continuous, fault-tolerant operation

- Designed, owned, and supported Java and Scala microservices that directly affected dollars spent

Side Projects

- Created an open-source personal portfolio website with RAG-enabled LLM/AI chat, written AI-first with Versel v0.app, Jetbrains Junie, and Claude Code. Fully infrastructure as code with Terraform, using AWS Bedrock, Typescript, Java, API Gateway, Lambdas, S3, Cloudfront, etc

Education

Brown University – Bachelor of Science in Computer Science   **August 2012 - May 2016**

Skills

- **Languages**: Java, Spring/Spring Boot, Javascript, SQL, Unix/Bash, Scala, C#, C, C++, Python, OpenGL, WebGL, GLSL, CUDA, Node.js, Go

- **Tooling/AI**: Gradle, Maven, Jenkins, Jira, Git, Junie, Copilot, Claude, ChatGPT, Gemini, Amazon Q