

## Contact

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www.linkedin.com/in/tecooper  
(LinkedIn)

www.mongoosemetrics.com  
(Company)

www.avenfeld.com (Personal)

## Top Skills

PHP

Linux

JavaScript

## Languages

Limited Spanish

## Publications

Acquisio Summit 2015

# Thomas Cooper

CTO | .Jobs and .Med gTLD operator  
Cleveland, Ohio, United States

## Summary

I am a seasoned technology executive, currently serving as the Chief Technology Officer for .Jobs and .Med Registry. I am based in Cleveland, Ohio, United States and specialize in driving company innovation, partnerships, and automation. I leverage my expertise in Ansible, Docker, Linux, DevOps, PHP, Ruby, ElasticSearch, and MySQL, to help shape the tech landscape of the companies I am a part of.

At .Med Registry, we collaborate with Fortune 20 pharmaceutical supply chain partners to build secure and streamlined collaboration frameworks. Through a protected Top-Level Domain (TLD), my team and I have created an unprecedented secure collaboration method for the pharmaceutical supply chain, addressing several Drug Supply Chain Security Act (DSCSA) compliance issues.

In my role as CTO at .Jobs, we used cutting-edge technology to combat unemployment, reaching over 300 million job seekers globally. By leveraging Kubernetes and machine learning, my team manages thousands of job boards and optimizes job matching, processing over 10,000 requests per second.

I embarked on my journey in the technology field as a support representative and part-time developer at Mongoose Metrics. Over a period of 9 years, I gradually climbed the ranks to become the Director of Engineering. Throughout this time, I played a pivotal role in the company's expansion. When I first joined, our revenue stood at less than \$150,000. However, through organic growth, we managed to reach an impressive \$11 million, ultimately leading to our acquisition for \$30 million.

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## Experience

.Med Registry

## Chief Technology Officer

November 2020 - Present (2 years 11 months)

Cleveland, Ohio, United States

In my role as Chief Technology Officer at Trust.med, the linchpin of the .med gTLD, I've collaborated with multiple Fortune 20 pharmaceutical supply chain partners to build a secure and streamlined collaboration framework.

Our team created a scalable, efficient architecture design, mirroring the successful model we previously constructed for .Jobs. This allowed the introduction of smart collaboration technology on over 10,000 GS1 company and product identifiers in the pharmaceutical supply chain. These GS1 identifiers, empowered as smart domains, act as W3C standard decentralized identifiers and each operate as a GS1 standard-compliant resolver that is fully configurable.

These elements, combined within a protected TLD, have created a secure collaboration method that is unprecedented in any supply chain, particularly in the pharmaceutical industry.

We have applied these innovations to address several DSCSA compliance issues:

- \* We established an EPCIS repository at the smart domain for dispensers. This has made it easier for manufacturers, distributors, and their partners to locate and share EPCIS data downstream with every shipment.
- \* By introducing a tracing location on each manufacturer or distributor smart domain, we've simplified the process of starting tracing requests for regulators and dispensers.
- \* As a member of the Verification Router Service (VRS), we've connected our smart domains to each product within, simplifying verification requests for manufacturers from any trusted supply chain partners, specifically dispensers.
- \* We developed a digital-first recall system, using our connecting smart domains to bring recall data to the forefront of every transaction.
- \* In collaboration with industry groups like OCI and NABP, we've ensured access to all industry-endorsed security methods for digital communication.

These efforts are transforming the pharmaceutical supply chain, making it more secure, efficient, and reliable.

.Jobs

Chief Technology Officer

October 2017 - Present (6 years)

Cleveland/Akron, Ohio Area

As CTO at .Jobs, I've bolstered our mission to combat unemployment via technology, reaching over 300 million job seekers globally. My focus: achieve vast scale using cutting-edge tech with minimal operational resources.

Our expertise in Kubernetes, especially Google Kubernetes Engine and the broader Google Cloud Platform, has allowed us to effectively manage thousands of job boards. Collaborating with Google, Jetstack, and Let's Encrypt, we've scaled to handle 30,000+ sites, ingresses, services, and auto-renewing SSL certificates.

We've harnessed machine learning to categorize jobs for specific .jobs domains, optimizing job matching. Our systems handle a constant 10,000+ requests per second, with 34 billion unique indexed pages and sub-second responses.

This tech prowess has improved our platform's user experience and pushed scalability limits of Google Kubernetes Engine, Cert-Manager, Google's Indexing API, Google Talent Solutions, and numerous job post ecosystem partners.

We've achieved these feats without a dedicated infrastructure team. Instead, I empowered developers to incorporate devops skills and tooling, owning their products from development to deployment, inclusive of performance monitoring.

As the #1 employment top-level domain globally, we're poised to simplify job searching and make a significant impact on global unemployment. We're not just a part of the industry, we're driving its evolution.

AMG Marketing Resources

Vice President Of Engineering

August 2017 - October 2017 (3 months)

Cleveland/Akron, Ohio Area

Securable.io

Vice President of Innovation

October 2016 - July 2017 (10 months)

Cleveland/Akron, Ohio Area

With this being a startup my role encompassed many:

Solely Responsible for all infrastructure: Baremetal servers in multiple datacenters, AWS, Linode, 40+ KVM VMs, Docker containerization across the entire production application stack. Ansible driven deployment, Jenkins driven CI and scheduled tasks. Percona MySQL cluster and ElasticSearch datastores. Zenoss and Sensu monitoring.

Responsible for all development: Managing Kanban, delivery dates, product design, and overall architecture. This included mentoring our young CTO, reviewing all candidates for hire, and communication between the development teams, sales and exec.

Responsible for sales marketing messaging: Worked with our VP of Strategy, CRO, and Director of marketing to identify the right product to market fit, messaging for the product for both sales and marketing. Evaluation of process to increase sales funnel, inbound lead generation and sales tooling. Focused on brand awareness, brand identity and messaging.

Responsible for overall product: Worked with potential clients to identify product fit, and required development to land those clients. Sales engineer on all enterprise deals to validate requirements and assure proper SOW delivery dates. Performed market research and competitive analysis, to ensure the product being development fit client need. Drove innovation through design, process and tooling.

## DialogTech

Senior Director of Product Research

September 2009 - October 2016 (7 years 2 months)

Cleveland/Akron, Ohio Area

DialogTech (formerly IfByPhone) acquired Mongoose Metrics in September of 2014

Focused on developing new products and proof-of-concepts to expand the market cap and potential reach for DialogTech. The primary focus of me and my team, in conjunction with our Strategic Partnership team, was to build relationships and identify large revenue potential products outside of the core product offering. The two major focus' during my tenure were identified as building an offering for display marketing with a focus on programmatic, and introducing solutions to eliminate as much phone based spam and display ad fraud as possible.

Programmatic display offering: Built integrations with major multi-touch attribution platforms to allow attribution of phone calls across all appropriate channels. Built technology to allow interactive click-to-call display ads driving higher quality immediate engagements. Built strong relationshis with DMPs to allow the attribution of call data across all display tooling, enabling DMPs and DPSs to use the presence and results of a call as new segments in targeting and retargeting.

Spam Elimination: Architected and managed the development of our patent pending spam detection engine. Leveraging supervised machine learning, designed a system to identify a call as either dead air, or recorded spam live during call connection. Using this in conjunction with ANI and sequential detection lowered inbound phone spam by over 3000%, to sub 1% overall valid call volume. Worked with liveRamp on integrating our data set to be used as an effective piece of the puzzle for automated display ad-fraud detection.

Mongoose Metrics  
Director of Engineering  
September 2009 - September 2014 (5 years 1 month)

## Independence, Ohio

Started at Mongoose Metrics with less than \$150,000 in revenue, I was a central piece during the growth to \$11 million in revenue within 5 years, organically grown with no outside investment and eventually acquired by IfByPhone in 2014 for \$30 million. As a sales engineer, and lead developer, products I developed were directly responsible for a large portion of the total revenue, and sustained 20% month-over-month growth rate. At times the sole infrastructure person, the sole support person, the sole sales engineer, the sole developer, then as we grew I migrated to managing the entire tech side of the business in close relation with the CTO. I traveled alongside our sales team to close each of our largest enterprise clients, and personally managed the technical relationship going forward. Responsible for maintaining 99.9 SLA uptime, while striving for 99.99. Responsible for the majority of non-sales hiring to our peak of 35 employees.

Designed and marketed our first-to-market "session" solution, which mapped phone calls to the individual PPC keyword that drove them. This solution changed the face of general call tracking in the digital marketing world, garnering the attention of top people in the industry like Avinash Kaushik, the Digital Marketing Evangelist for Google

Designed multi other first-to-market integrations: Google Adwords, Omniture, WebTrends, Microsoft Dynamics, Salesforce, all top bid management tools, and a multitude of others

## Harley-Davidson Dealer Systems

Technical Engineer

November 2007 - August 2009 (1 year 10 months)

Supporting implementation for new clients, database corrections, hardware troubleshooting, software troubleshooting. Built reporting for support team performance.

#### PNC Financial Services Group

Database Administrator

January 2006 - November 2007 (1 year 11 months)

Built and maintained internal database for sales tracking and current client AR.

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## Education

Kent State University

Computer Science · (1996 - 1997)