Wesley Hales

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My overall objective is to improve company growth and revenue through technical field selling and evangelism. I have a proven track record of leading successful customer engagements with extremely complex infrastructures. I know what it takes to win technical champions and establish critical customer relationships.

Experience

HEAD OF TECHNICAL SERVICES // INSTART LOGIC // FEB 2017 - PRESENT
As Head of Technical Services, I'm the interface between the sales, product and engineering teams to ensure everything runs as smooth as possible. I oversee the following day to day operations for one of Instart Logic's key business units:

• Pre Sales Engineering

• Post Sales / Customer Onboarding

• Customer Success

Under my watch, monthly revenue has increased 3x through strict account management along with diligent and frictionless communication with customers. I report to the CEO and manage a team of pre sales engineers, technical account manager, QA , Ad Tech contractor, and a solutions architect.

SENIOR SALES ENGINEER // INSTART LOGIC // FEB 2016 - FEB 2017
Provided all facets of pre sales support for all major global accounts. My account assignments have been laser focused around the top Fortune and Comscore 100 companies.

SENIOR SALES ENGINEER // SHAPE SECURITY // OCT 2014 - FEB 2016
I was the first technical member of the enterprise pre-sales team at Shape Security where I presented, explained and demoed our product to the largest banking, travel, and retail organizations in the world. Before joining the sales team as an SE, I served as an Engineering Manager where I led the development of Shape's core product technology - the ShapeShifter Botwall. I was the go to person in engineering to speak to customers when required. This eventually led to a natural fit as a Sales Engineer.

I created Shape's first (AWS based) Proof-Of-Concept platform in "the cloud" so that the Sales team could effectively demo and sell the product. This POC platform helped us close a record setting seven figure deal in 2015 and is still in use today.

After spending time with customers and going through many white boarding sessions with technical champions, I was able to come up with novel product features and

improvements. These ideas were internally vetted, added to the product, and they also led to the following patents:

Patents:

Automated Hardening of Web Page Content
14/502,893

Reference Polymorphism for Targeted Content Stored in a Different Domain
14/849,459

LEAD SOFTWARE ENGINEER// APIGEE // SEPT 2012 - JAN 2014

Apigee acquired a startup that I helped build in 2012. Along with 2 other founders, we brought a fledgling SDK and Analytics dashboard from a startup idea into a full blown open source/enterprise offering. Apigee IPO'd in 2015 and I'm proud to say that I significantly contributed to that milestone.

Some details of my contributions:

• Led the design and development of Apigee's App Services product, Usergrid (http://apigee.com/usergrid).

• Created the backend for chart creation and reporting on mobile analytics data.

CONSULTANT // CNN.COM // JUNE 2012 - SEPT 2012

I served as an independent web performance consultant for CNN during the 2012 U.S. elections.

• Worked directly on the performance of CNN.com home page. Improved page load times by writing one of the industries first synthetic monitoring tools with PhantomJS.

CONSULTANT // MANHEIM AUTO AUCTIONS // MARCH 2012 - JUNE 2012

Consulted on various web architecture related topics. Mainly around User Interface and web performance.

LEAD SOFTWARE ENGINEER / PROJECT LEAD // RED HAT // SEPT 2007 - MARCH 2012

• Co-founded the AeroGear project, the mobile enterprise initiative for JBoss. Responsible for developing RESTful endpoints and tying to front end JavaScript frameworks (backbone, jQuery, etc..)

• Founded and led the JBoss Portlet Bridge community project (https://github.com/jbossportletbridge), which was later packaged as a supported enterprise project. (this was not only my first project where I was responsible for implementing a Java Specification Request (JSR) and passing the TCK, but it also served as my prototype for creating and nurturing an OSS community.

LEAD SOFTWARE ENGINEER // AUTOTRADER.COM, // JULY 2006 - SEPT 2007

- Pioneered the use of JSF and Seam frameworks as part of the POC architectural team at Autotrader.

- Implemented business requirements for BI based solutions. Created charting libraries and converted sales data to be used in new dashboard user interface.

LEAD SOFTWARE ENGINEER // COMPUCREDIT // AUG 2005 - JULY 2006
SENIOR SOFTWARE ENGINEER // CATALYST NETWORKS // OCT 2002 - AUG 2005
WEB DEVELOPER, BANK OF AMERICA ATLANTA, GA. MARCH 2000- OCT 2002

Education

U.S. Marine Corps Reserves, Rome Ga - 2000

North Metro Tech, Acworth GA - 1998

Kennesaw State University, Kennesaw Ga - 2000

Cherokee High School, Canton Ga - 1996

Books, Articles and Publications

http://www.amazon.com/HTML5-JavaScript-Apps-Wesley-Hales/dp/1449320511

http://www.html5rocks.com/en/mobile/optimization-and-performance/

http://www.smashingmagazine.com/2013/11/20/reinventing-the-tech-conference-experience/

Accomplishments

- Program Committee member for OSCON and O'Reilly Fluent Conference

- Founder of the Atlanta HTML5 User Group