



Wesley Hales

770-655-8906

wesleyhales@gmail.com

wesleyhales.com

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 the Head of Technical Services, 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, we were able to grow revenue from \$70K to \$300K per month (over a 6 month period). I report directly to the CEO and manage a team of 2 pre sales engineers, 1 technical account manager, 1 contractor, and 1 solutions architect. I am the interface between the sales, product and engineering teams to ensure everything runs as smooth as possible.

SENIOR SALES ENGINEER // INSTART LOGIC // FEB 2016 - PRESENT

Provided all facets of pre sales support for all major global accounts. My account assignments have been laser focused around the top Fortune 100 companies.

SENIOR SALES ENGINEER // SHAPE SECURITY // OCT 2014 - FEB 2016

I was the first 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

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