



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 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

Personal References

Contact information for the following references will be made available at the final stages of my interview process.

- Manav Mital - CEO, Instart Logic
- Issac Roth - CTO, IBM Cloud
- Michael Coates - CISO, Twitter
- Derek Smith - CEO, Shape Security
- Shuman Ghosemajumder - CTO, Shape Security

- Billy Hoffman - CTO, Rigor
- Mark Little - VP of Engineering, Red Hat

References from [linkedin.com/in/wesleyhales](https://www.linkedin.com/in/wesleyhales)

"Not only Wesley has deep technical skills (especially around Web technologies and security), but Wesley also possesses great people skills which enabled him to connect with everyone and build great relationships. With very positive attitude and a great sense of humor, Wesley would get things done and move things along. This helped him to be successful in his role both in Engineering and Sales discipline. It's been a pleasure Wesley."
- April 5, 2016

"Wesley is capable of amazing things. From fine-tuned designs to high-performance implementations, to high-engagement presentations, Wes has amazed me many times with his range of skills, ease of contact and capacity to deliver amazing projects. One of the top, underrated minds of HTML5 – I'd consider myself lucky to work with Wesley again." - Jan 16, 2014

"Wesley is an extremely sharp developer who can dive right into a complex technology stack and be productive immediately. He spends the time to keep up with emerging technology and trends, and it shows in his work. He also is very personable, communicating well with technology and business groups equally well." - Nov 15, 2013

"Wesley is one of the few software engineers who is equally good in UX development and server side development. By UX development I don't only mean HTML and CSS skills but also the ability to think in terms of business requirements and give UI an aesthetic look. He has a very good understanding of open source software and building a vibrant community around it as evident by his grass root effort with JBoss PortletBridge project. It's always a pleasure to work with him." - July 14, 2011

"Wesley drove forward the PortletBridge project which is now an integral part of Red Hat's portal offering. His knowledge of web UIs and JSF in particular, as well as his ability to provide quick fixes to tricky, multi-platform issues, was a tremendous help during his time with the Portal team." - July 6, 2011

"Wesley is an extremely talented software developer working on a key project for the JBoss Enterprise Middleware Stack. He was able to turn the JBoss Portlet Bridge project into a mature, fully-featured, enterprise-grade software product." September 30, 2008

"Wes is the one who started the new age technology revolution in Autotrader.com. I am really happy that I got a chance to work with him and improve my technical skills. He was ready to try any new technology and make it a success. I would highly recommend him for any software development that involves latest technology." July 15, 2008

"Wesley is a technology trailblazer who is not afraid to uncover new approaches to solving today's IT problems." November 11, 2007

"Wesley is a stellar software developer with UI and design skills. He took extremely vague business requirements and created a layout that amazed everyone at Autotrader.com. I would highly recommend him for any software development related task." August 7, 2007