

Career Summary

Learning and adopting new and emerging technologies over the course of my 50 years in Information Technology has been the hallmark of my career. Starting my career as customer in a variety of roles from developer to solution architect, to my final position as an enterprise architect gave me a complete understanding of an enterprise's intricacies of building, deploying and operating IT business solutions. In my career as an IT solution provider, I also served in variety of roles from a deep technical sales engineer to a solution architect responsible for specific components of solution, to my current role as a sales leader responsible for the overall success of providers portfolio. I work directly with customers and solution teams, participating in all stages of a proposed solutions from initial technology briefings to RFPs, to conducting POCs and demos, to closing the deal. The foundational experience I gained from being a customer and the amazing technologies I have the pleasure I work with gives me the confidence, credibility and passion to keep building solutions for my customers.

Professional Experience

IBM Corp, Los Angeles, CA

Americas Sales Leader/Specialist, OpenShift Data Services

July 2020 – Present

Responsibilities/Accomplishments:

- Americas/Market sales budget, enablement and training for IBM storage offering for Red Hat OpenShift. These products include IBM Spectrum Fusion and the IBM storage Suite for Cloud Paks. Both of these offerings include persistent storage layer and data services offerings from Red Hat and IBM.
- Develop market-based sales plans/campaigns and across all Systems Storage sales channel. Plans and sales play presented quarterly to Account Technical Leaders, Client Success Managers, Cloud and Cognitive Sellers, Brand Storage Sellers, Brand Storage SW Sellers, Brand Technical Sellers (Brand and SW) and equivalent roles at our major Business Partners and VADs
- Worked directly with WW and OM and product marketing of business units working on the sales and deployments of IBM Cloud Pak to test/certify, validate, and include our offerings in their deployment guides. In the process, had to self-educate on IBM Cloud Paks and OpenShift technologies.
- As a member of WW Red Hat Data Services Synergy team, represented the Americas field sellers to voice and address blockers to success.
- Engaged directly on significant customer opportunities in all sales stages as a Storage for OpenShift sales leader and/or solution specialist.
- Exceeded Americas budget every half/year as the Americas Sales Leader.
- Became the America System Storage SW team resident expert on Red Hat OpenShift and IBM Cloud Paks

Technologies:

- Red Hat OpenShift, Kubernetes Management Platform (Rancher, Tanzu, GKE, EKS, ICKE, AKE), Red Hat Management on Public Clouds (ARO, ROSA, ROKS, OpenShift Dedicated), Kubernetes CSI, OpenShift API for Data Protection (OADP), Velero, IBM Spectrum Fusion, SW Defined Storage, Spectrum Scale, Red Hat OpenShift Data Foundation, Red Hat Ceph
- Hybrid Multi-Cloud Solutions (Edge, Core, Private, and Public Clouds)
- Applications – IBM Cloud Paks (specifically CP4D, CP4I, CP4BA, CP4WatsonAIOps, CP4NA)

Americas Sales Leader/Specialist, IBM Cloud Object Storage

July 2019 – July 2020

Responsibilities/Accomplishments:

- Americas/Market sales enablement and training across all Systems Storage sales channel. Including Client Execs, Client Technical Leaders, Software Client Leader, Brand Storage Sellers, Client Technical Sellers (Brand and SW) and equivalent roles at our major Business Partners and VADs
- Worked directly with WW and OM and product marketing to develop sales assets.
- Engaged directly on significant customer opportunities in all sales stages as an ICOS solution specialist
- Exceeded Americas budget two half in row (2H19 & 1H20) as the Americas Sales Leader

Technologies:

- IBM Cloud Object Storage System, Komprise, Ctera, Panzura, Nasuni, Splunk, Aspera, CloudDVR
- Hybrid and Public Cloud Solutions (SaaS, PaaS, IaaS)
- Applications – File Services/Collaboration, Media Management, ECM, Analytics & Cognitive, Healthcare, Archive, Data Protection

Cloud Solutions Architect, Cloud Object Storage

July 2016 – July 2018

Responsibilities/Accomplishments:

- Architect Cloud Solutions for potential customer using IBM Cloud technologies, SoftLayer, IBM Cloud Object Storage, Aspera, BlueMix and Blue Box.

- Primary customer focus is Media and Entertainment solution integrating with MAM, Digital Archive, and Content distributing systems.
- Represented the Cleversafe/ICOS team at annual NAB, Edge and Streaming Media West conferences.
- Primary uses case for IBM Cloud Object Storage is Active Archive, Backup, Content Repository, Enterprise Collaboration, and STaaS (Storage as a Service).
- Work with partners and customer to help their transition to enterprise Object Storage solutions.
- Conduct solution POC and workshops to show the benefits of IBM Cloud solution over competitive solutions.

Technologies:

- Infrastructure - IBM Public Cloud (Softlayer), IBM Cloud Object Storage (Cleversafe), Aspera, IBM Cloud Video (ClearLeap), BlueMix (PaaS – Cloud Foundry), BlueBox (Private PaaS).
- Hybrid and Public Cloud Solutions (SaaS, PaaS, IaaS),
- Applications – File Services/Collaboration, Media Management, ECM, Analytics & Cognitive, Healthcare, Archive, Data Protection, CloudDVR, Ustream, Watson Analytics

University of Southern California, Los Angeles, CA
Adjunct Professor, Viterbi School of Engineering - ITP

Jan 2017 – Current

Responsibilities:

- To provide student with a real-world survey of database systems for analytics from its history to current trends in analytics. Student will get deep hands on experience with SQL and NoSQL programming.

Technologies:

- Database Systems – Flat, Hierarchical, Network, Relational, Object Oriented, Post Relational
- SQL Concepts, BI- Systems and Concepts (Data Warehouse, Data Mining, OLAP, Predictive Analytics, Machine Learning), Big Data (Hadoop), In-Memory DBs, Columar DBs,
- NoSQL DBs (MongoDB, Cassandra, Neo4J, Dynamo)

Oracle Corp, Los Angeles, CA
Principal Sales Engineer, Cloud and Infrastructure

May 2010 – July 2016

Responsibilities/Accomplishments:

- Focused on M&E solution in SoCal area studios. Primarily around Digital Media Archive solutions.
- Developed PaaS (MWaaS & DBaaS) and IaaS solutions for Private, Public and/or Hybrid Clouds
- Architect technology agnostics solutions based on best fit for customer requirements. Solutions scope include on-premise, public cloud and/or hybrid managed solutions.
- Help author Oracle's Hardware go to market Cloud Strategy for Sales Consultants. Primary focus on mapping Oracle products to standard cloud-based architecture and models. Developed Real Time Analytics solutions using the SQL in Silicon on the new SPARC M7 processor and Oracle In-Memory Database, Hadoop, Spark.
- Member of Oracle's Elite Engineering Exchange. Group's primary responsibility to be a conduit between product engineered and customer via field sales consultants - Technology Ambassadors.
- Experienced with Customer engagements at customer – including CIO, CTO, IT Architects, technical staff and Business representatives.
- Lead current state and future state technology assessments
- Conducted detailed TCO analysis of current state versus proposed solutions.
- Developed product documentation and competitive intelligences for Oracle's new Enterprise Cloud Infrastructure. This product now branded as Oracle's Virtual Compute Appliance.
- Provide product roadmap and migration strategies for new and existing HW customers

Technologies:

- Infrastructure - Oracle Private, Hybrid and Public Cloud Solutions (SaaS, PaaS, IaaS), Oracle Engineered Systems - Exadata, Exalogic, SuperCluster, Exalytics, Big Data Appliance, Private Cloud Appliance. ZFS, Sun SPARC and X86 Servers, Solaris, Linux,
- Virtualization, IaaS, PaaS, DBaaS, MWaaS. OEM/Ops Center, Oracle Enterprise Manager 12/13c.
- Technologies – Oracle DB, Hadoop HDFS, Apache Spark, Data Warehousing, Real Time Analytics, Business Intelligence,
- Applications – EBS, PeopleSoft, JDEdwards, Siebel, FrontPorch Digital (Diva), Retail and E-Commerce.

Nirvanix, San Diego, CA
Director – Solution Architect

Dec 2009 – May 2010

Responsibilities/Accomplishments:

- Educate potential customers on the benefit of Nirvanix's enterprise class Cloud NAS and Storage Delivery Network.

- Demonstrate how Nirvanix can solve the problems of DR, Archive, and global collaboration using the Cloud NAS and Storage Delivery Network.
- Responsible for formulating and leading presales technical / functional support activity to prospective clients and customers while ensuring customer satisfaction.
- Develop productivity tools and training for other Solution architects. Consultants.
- Develops and delivers outstanding customer specific presentations and demonstrations.
- Leads any and all aspects of the technical sales process. Advises internal and external clients on overall architect solutions.
- Remain aware of competitive solutions and existing infrastructure technologies and their integration method with Nirvanix technologies.

Technologies:

- Nirvanix Cloud NAS, Nirvanix Storage Delivery Network, Storage technologies – NAS, SAN, Tape. Backup/Archive Technologies – De-duplication, compression, Encryption, Tape, VTL, Disk, WORM.

Arrow ECS - MOCA, El Segundo, CA**May 2009 – Dec 2009*****Sun Solution Specialist – Sun Value Tool*****Responsibilities/Accomplishments:**

- Drive the technical components of partner-based campaigns around Installed Based Business and Warranty conversion. Campaigns were run in conjunction with telemarketing firm – MRP.
- Conducted Sun Value Tool (SVT) analyst of leads using customer's installed based inventory and short-term objectives. Also met with end-users to review the TCO/ROI reports and conducted SVT training for partners as needed.
- Provided weekly status report of leads, pipeline values, sales opportunity status,
- Extracted PSR data from MOCA's VORTEX systems and provided historical hardware sales analysis.

Technologies:

- Sun Value Tool, Solaris 10, OpenSolaris, xVM Virtualization Portfolio, SPARC based Systems X86/X64 based Systems, Disk Storage System (DAS, NAS, & SAN), SAM-FS/QFS, Cloud Computing, MySQL, BI-DW Solutions

Sun Microsystems, Universal City, CA**Oct. 2006 – May 2009*****Enterprise Solutions Architect*****Responsibilities/Accomplishments:**

- Customer's first line technical liaison for Sun's complete line of solutions.
- Primarily responsibility for M&E accounts in SoCal.
- Represented Sun at annual NAB and IBC conferences.
- Working knowledge of Sun's complete product portfolio including Servers, Storage, and Software.
- Serve a pre-sales and post-sales technical resources on project implementations
- Implemented the following systems at Sun: CBS - Digital Asset Management System, ElektroFilm – Digital Service Bureau, Disney – Digital HSM Solution. Sony D/R Repurposing Solution. ESRI – SunRay Desktop POC, Jim Henson Company – Digital Rendering & Archiving Solution.

Technologies:

- Solaris 10, OpenSolaris, xVM Virtualization Portfolio, SPARC based Systems X86/X64 based Systems, Disk Storage System (DAS, NAS, & SAN), SAM-FS/QFS, Front Porch Digital, Cloud Computing, JavaFX, JavaSE, JavaEE, Identity/Assess Management, JavaCAPs (GlassFish), MySQL, BI-DW Solutions

Fox Entertainment Group, Century City, CA**Sept. 2002 – Oct. 2006*****Enterprise Architect*****Accomplishments:**

- Developed Fox's Enterprise Architecture Framework which includes design review processes, standardized technology reference taxonomy and a lifecycle management framework.
- Published enterprise studies/whitepapers on Digital Media Platforms, SOA, RFID, Mobile Enterprise Handheld Devices (Wireless E-Mail/PIM), VB6 to .NET migration, and DAM integration with Enterprise Content Management. Also contributed to development of the following: Single Sign-on/Meta-Directory Roadmap, PKI integration, and LINUX Implementation Strategy.
- Served as enterprise architect on the following projects: Digital-Cinema, Int'l Theatrical Vault RFID, EAI (WebMethods), Web Content Management (Stellent) implementation, Artesia DAM migration; Participations Accotunitng, Residuals Replacement System, TV Syndication System, Studio Store POS System replacement, Server Consolidation / Virtualization; End-to-End Monitoring; ZENworks to SMS replacement, Novell to Microsoft conversion, and Infrastructure Tool Reduction Initiative.
- Implemented Good Technology's wireless messaging server to support enterprise smartphones.

Technologies/Frameworks:

- Content Technologies: Digital Media Platforms, SOA, DAM, ECM, WCM, CDN
- Infrastructure Technologies PKI, Systems Management, LINUX distros, PKI, RFID, Biometrics, Identity Management, Virtualization/Consolidation, Embedded OS, VB6, .NET, Java
- Frameworks/Research: Zachman, FEAF, TOGAF, ITIL, Gartner, Forrester & IDC Technology Research

CGI Management Consultants, Inc, Irvine CA**Feb 2001 – Aug 2001*****Director, Consulting Services:***

Client Engagements:

BPR Consultant, Denso Sales Long Beach, CA

- Served as lead business analyst and project manager.
- Initiated business process re-engineering efforts related to the implementation of a new ERP system.
- CGI was engaged to conduct business requirements, software selection and to provide overall project management.

Project Lead, eCloser.com San Diego, CA

- Served as project manager, lead technical architect, and business analyst.
- Managed the development of an Internet based loan processing system using core Microsoft technologies.

Technologies:

- Microsoft MTS, COM+, DCOM, MSMQ and MS SQL Server, JDEdwards - OneWorld, i2 - Supply Chain Management, Manhattan - Warehouse Management System and WebMethods.

Democratic National Convention Committee, Los Angeles, CA**Jan 2000 – Oct 2000*****Director of Technology:***

Major accomplishments:

- Launched the 2000 Democratic National Convention Committee's website "dems2000.com". Coordinated development efforts with web designers, content coordinators, streaming media providers and production staff. Website highlighted eight separate multimedia components.
- Deployed a hybrid network of over 750 computers in the Los Angeles area to support the needs of convention attendees and administrative users. This network supported Internet access, e-mail and collaborative workgroup tools.
- Designed and implemented the following systems at the convention site: Web-based delegate voting system, LAN based IP/TV streaming, wireless Palm VII convention application, Smart card informational Kiosk in convention hall and delegate hotels.
- Deployed the convention site network at Staples Center and LACC utilizing LAN and DSL based technology. The network featured fully redundant Cisco components, dual ATM circuits and fiber connectivity for the core network functionality.

Technologies:

- Apple Macintosh, OS X, Final Cut Pro, MS Exchange, Outlook, Cisco Routers & Switches, IP/TV Streaming, Wireless PDAs, Smart Cards, ATM, OS3 & T1, and DSL network circuits.

USWeb Corp., Los Angeles, CA**Oct 1998 – Jan 2000*****Director of Technology:***

Major accomplishments:

- Launched Twentieth Century Fox's Web-based Domestic Theatrical Data Warehouse. Directed all database efforts, include data warehouse design, data modeling, and SQL application development..
- Launched Warner Home Video's consumer video club website. Directed all aspects of the project, from browser specification to hosting facility, equipment, and services
- Lead a major client's B2B efforts in selecting an ERP and WMS to increase the efficiencies of their warehouse and back office operations. Directed the development functional requirements, RFP, vendor demonstration scripts, site visits and software recommendation document. Also directly involved in contract negotiations and system implementation planning.
- Lead the data architectural effort for a product performance/release scheduling data warehouse to be used by a Twentieth Century Fox Home Entertainment International. Directed efforts to produce as-is and to-be process flows, data dictionaries, data models, and system interface into the enterprise data warehouse. Also responsible for selecting tools needed to administer, build and maintain the data warehouse.

Technologies:

- Solaris 2.5, Oracle 7/8i, PL/SQL, Informatica ETL, Micro-Strategy Business Intelligence, Apache Web Server, Java components running on Sun Solaris and Compaq Servers, SQL Server, VB5, JDEdwards - OneWorld, i2 - Supply Chain Management, Provia - Warehouse Management System

Warner Elektra Atlantic (WEA) Corp., Burbank, CA**Apr 1988 – Oct 1998*****Manager Open Systems Development:***

Major accomplishments:

- Designed, implemented and supported the following Oracle web browser based systems to integrate with WEA's supply chain partners; Manugistics DRP Supply Chain Management Module; WHV Data Warehouse Sales Inquiry System; WMG - National Inventory System; and WEA's B2B website.
- Designed, implemented and supported WEA's new Data Warehouses hosted in Oracle.
- Developed PL/SQL application libraries to streamline web HTML application development.
- Managed and supervised development & DBA operational staff.
- As held positions of Manager of PC Systems, Senior Systems Analyst, Lead Programmer/Analyst.

Technologies:

- Solaris 2.5, Oracle 7/8i, PL/SQL, Manugistics, Oracle Forms, Oracle Data Mart Suite, HTML, Perl, KSH Scripting, EMACS
- Windows 3.11, Visual Basic, Ghost, MS Access, MS Excel, Terminal Emulation, EDI
- COBOL, ScreenDemon, Fortran, Assembler, AOS/VS, Data General JCL

American Medical International, Los Angeles, CA**Jun 1986 - Apr 1988*****Programmer/Analyst:*****Major accomplishments:**

- Developed, Maintained and supported AMI's Patient Care Systems. Including census management, medical records, and MediCare reimbursement.

Technologies:

- COBOL, AOS/VS, Data General JCL.

Education

M.S.B.A., Computer Information Systems - March 1992
California State Polytechnic University, Pomona, CA

B.S., Computer Information Systems - June 1986
California State Polytechnic University, Pomona, CA

References

Available upon request.