

Possess strategic blend of technical prowess and leadership acumen, excel in orchestrating development and management of innovative software products and engineering teams.

Expertise in leading cross-platform application development and managing comprehensive lifecycle processes from conception through execution. Skilled in pioneering retail/consumer-facing APIs and advancing backend functionality, consistently enhancing system performance and user satisfaction. Proven ability to innovate **within the automotive industry**, having developed patented technologies that revolutionize operational efficiencies. Strong advocate for fostering cultures of innovation and continuous improvement, driving successful deployment of advanced product features and new revenue streams.

Areas of Expertise

- Cross-Platform Application Development
- Lifecycle Management
- API Development
- Disaster Recovery Planning
- UI/UX Design
- Patent Development
- Cloud-based solutions
- Team leadership
- Performance optimization

Technical Proficiencies

Programming Languages:	C#, C++, JavaScript, Dart, Ruby on Rails
Frameworks:	Flutter, Xamarin
Database Management:	SQL, Postgres, Firebase Firestore, MySQL
Cloud Services:	Firebase (Messaging, Authentication, Remote Config, Cloud Functions, Hosting), AWS (S3, IAM, SNS, CloudFront, Amplify)
Front-End Development:	UI/UX design principles, Responsive Web Applications RESTful APIs
API Development: (should this be blank)	

Career Experience

Get Spiffy, LLC, Location

Consumer Product & Engineering Manager

2016 – Present

Spearheaded creation and development of cross-platform consumer retail application, facilitating vehicle service bookings including detailing, tire purchases, and oil changes. Directed development team through all phases of application lifecycle. Transitioned application's second iteration from Appcelerator Titanium to Microsoft Xamarin. Took on role of primary UI/UX designer, focusing on delivering user-friendly and intuitive interface Engaged with interdisciplinary teams to conceive, develop, and introduce several hardware products tailored **to the automotive**

sector. Orchestrated project schedules, resource allocation, and deliverables, achieving all product development milestones promptly and within financial constraints

- Expanded market reach and generated new revenue streams by white-labeling consumer application for SaaS deployment.
- Launched Easy Tread system, directly contributing to its patents (US-20220164944-A1 & US-11699225-B2), a groundbreaking advancement in tire tread measurement technology within automotive sector.
- Instrumental in development and patenting of Smart Tumbler (US-11911541-B1), significantly boosting efficiency in automotive maintenance.
- Enhanced application performance by optimizing API development and integrating advanced functionalities.
- Cultivated culture of innovation and continuous improvement, spearheading introduction of several critical product features.
- Executed comprehensive overhaul of consumer application using Google Flutter in 2022, which boosted performance, ensured compatibility across platforms, and elevated user experience.
- Pioneered development of retail/consumer-facing APIs using Ruby on Rails, significantly improving backend functionality and performance.
- Oversaw engineering team's HR aspects, conducted individual meetings, approved leave requests, and fostered career growth and development.

Richard Petty Driving Experience, Location

2001 – 2016

IT Manager

Managed SQL 2005/2012 database operations, orchestrated SQL Reporting Services (SSRS) setups, and engineered comprehensive SSRS reports. Developed and instituted robust disaster recovery protocols utilizing Snapshots on EMC VNXe for file restoration alongside cloud-based backup system for secure data recovery. Oversaw operation and maintenance of VMware vSphere servers and EMC SAN hardware (Celerra NS350, VNXe 3100), underpinning key corporate functions

- Conceptualized and deployed multi-location WAN infrastructure, significantly enhancing network connectivity for remote offices.
- Collaborated with executive team to craft and oversee annual IT budget, ensuring fiscal strategies were tightly aligned with broader corporate objectives.
- Led transformative corporate projects with extensive cross-departmental collaboration, notably: seamless integration of Custom Reservations System with eCommerce and Accounting platforms; implementation of Microsoft Retail Management System (RMS) for enhanced mobile and multi-site operations; comprehensive upgrade of Corporate Telephone System across multiple sites, meticulously meeting project timelines and strategic goals.
- Directed Information Systems (IS) staff, ensuring robust IT support across multi-location and mobile setups, and actively participated in Senior Management team to steer organizational strategy.

Additional Experience

Developer, Connectify Direct, Holly Springs,

Developer, Re:Creative Studios, Holly Springs

Network Engineer, Nortel Networks, Raleigh

Systems Engineer, Business Communications, Greensboro

Sr. Network Engineer, Smith Helms Mulliss & Moore, LLP, Greensboro

Network Engineer, Coastal AHEC, Wilmington

Consultant, National Technology Group, Winston-Salem

Consultant, Soft Answers, Inc., Greensboro

Education

ISOM, University of North Carolina at Greensboro