Marc J. Greenberg

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Engineering Leader

With over 25 years of expertise in cloud architecture, distributed systems, and data engineering, I am driven by a first principles approach to problem-solving and innovation. As a former Chief Architect in enterprise integration, I have a deep understanding of how data flows through systems, from legacy integration to modern microservices and cloud-native platforms. My passion for building scalable, secure, and highly available solutions is matched by my belief that technology should empower teams and enhance customer experiences. I am excited about the future of AI and how advanced integration and data engineering can reshape industries, making systems more connected, data-driven, and productive.

Areas of Expertise

- Strategic leadership in engineering and technology
- Scaling engineering teams and organizations
- Deep technical expertise in data management and governance
- Cloud architecture proficiency (aws, azure, gcp)
- Microservices and containerization (Rancher, K8s, K3s, Docker)
- Articulating/executing long-term strategic vision for technology
- Leading modernization and migration efforts
- Building and nurturing strong engineering cultures

- Executive presence with board-level presentation skills
- M&A technology integration/post-acquisition restructuring experience
- Strong product mindset with integrated product, UX, and engineering
- SaaS and e-commerce experience across multiple verticals including PropTech, Hospitality and Logistics
- Greenfield development of data quality, and data governance solutions
- Cross-functional collaboration with product management and engineering teams

Professional Experience

Codemarc Consulting, LLC. Delray Beach, FL   Jan 2021 - Present   Principal Consultant

Architectural Development - During early ideation, architectural support at the tactical (as a generalist) and strategic (visionary) level.

Able to guide deep/difficult integration projects, long data analytics journeys, data engineering, integration, integrity, governance, quality, ownership, complex event processing.

Definition, guidance and framing for lift and shift projects. Implementation methodology to break up "the monolith", to containerize, to refactor as microservices and run at scale. Professional guidance for modernization efforts and journey to the clouds, infrastructure, provisioning, runtime, orchestration, application, observability, and analysis.

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Custom reporting and application software solutions for point-of-sale system integration. Full stack development and evolving technology integration.

Integration / Cloud / Architect / Passionate Articulate Evangelist, Strategic Planning (People, Technology, Business, Partnering) Language/Platform agnostic Polyglot, ai copilot-ed, Container focused, devops minded (CI/CD automation), aws, azure, gcp, digital ocean UI/UX/Web fullstack developer (react, node, material), Chrome extensions, Hands On - Hands In

Intelligent Audit   Remote, NJ Feb 2023 – April 2024   Chief of Staff (Office of the CTO)

Freight Auditing, Freight Payment, Small Parcel Audit, Supply Chain Solutions, Analytics & Data Information, Supply Chain Consulting, Parcel Audit, Parcel Management, Logistics, Machine Learning, and Business Intelligence

Led initiatives to streamline workflows, resulting in improved productivity and a more efficient development environment.

Designed and implemented the observability practice based on Datadog to improve monitoring and diagnostics.

Authored, developed, designed and implemented the "10 Critical Processes are Documented and Monitored" as a roadmap to enhance customer satisfaction by stopping problems before they become issues. This led to a significant reduction in customer churn.

Led process improvement efforts, implementing best practices that streamlined workflows, improved developer experience, and boosted productivity across the development. Moved org to devops first culture and migrated to github on prem enterprise (scripting, actions, container, packaging).

Directed the adoption of modern architecture principles, leveraging cutting-edge technologies and methodologies to enhance data agility, integrity, and analysis, supporting data-driven decision-making.

Ran the AWS Map Access program to define the move to the hybrid cloud environment, funded by AWS.

Leadership team, entrepreneurial operation system (eos), developing values, 3–5 year strategic plan.

docker, k8s, rancher, react, node.js, bash, api development, microservices, observability, PostgreSQL, php, Datadog, Atlassian, chrome extensions, workflow, devops

Par Technology Corp.   Remote, NY   Mar 2022 – Dec 2022   Chief of Staff (Office of the CTO)

[PAR](#), is a public company and a leading global provider of software, systems, and service solutions to the restaurant and retail industries.

Establish Governance - Establish guardrails around technology selection and architectural designs with an emphasis on developer empowerment, ensure that cost constraints are factored in, limit AWS cost sprawl, Build and administer processes for exceptions and accepting new technologies.

Act as the CTO of new projects - Own key architectural decisions, drive non-functional requirements in conjunction with product requirements, vendor evaluation and selection, feasibility evaluations, early prototypes, proof of concepts. Set up the team and project up for success.

Plan - What to build/buy and integrate next quarter, next year, and beyond. Designed the 2025 Unified Commerce NorthStar.

Work on Engineering Culture - Provide mentorship to junior and developing team members, participate in architecture-related Communities of Practices and Working Groups. Define role and requirement for team-based architects.

BuildingLink.com, LLC.   Remote, NY   Sept 2016 – Dec 2021   Consultant / Developer / Architect

[BuildingLink](#) provides an innovative web-based/connected platform for efficient management, flawless communication, and enhanced living experience for luxury residential properties.

Acting as the "big picture" architect, driving the conversation on resilient code, developer experience, platform vs microservices, and flawless deployment. Developed the tactical/strategic architectural roadmap to define/promote best practices for modernization, K8s, K3s, Rancher, Rancher Desktop, Microservices, Kafka and correct implementation of public cloud use cases and a process to bind them all.

Conversion Architecture Team: Providing technical architectural leadership on a project to convert the entire 20,000+ page web forms base site to a modern reactive Vue.JS based implementation

DataLink - A BuildingLink Analytics Platform: Envision, ideation, protype and implementation of an advanced data platform designed to develop user driven business intelligence for the CEO, including visual discovery of metrics and patterns. Provide a platform for internal business users to enable rapid data analysis over 15 years' worth of unique resident/building data. Content publishing as embedded reports for customer's use with interactive access.

Design/Implement on Microsoft Power BI and SSAS (connector, cube, etl, embed, and secure data integration).

Design/Integrate/Implement Qlik Sense data analytics platform (apps, mashups, custom visuals)

"Alexa, ask BuildingLink": Ongoing development of voice user interfaces (VUI) that integrated/connects residents, management

and/or staff with real-time information, provided by BuildingLink (platform, API, and Aware 'a sensor solution'). Alexa Skills and Amazon Voice Services.

Microsoft Power BI, SQL, SQLSSAS, Qlik Sense Enterprise, k8s, docker, vue.js, node.JS, C#, VB and web, Message queuing, workflow design, automation for html-based email automation, Public Cloud (AWS), Lambda, Node.js, mongodb

Smash Data, Inc.   New York, NY   May 2016 – May 2019   Co-Founder / Chief Technical Officer
Tasty Analytics for your Eatery (http://smashedata.com)

Enterprise quality tools to help restaurant owners manage their locations and understand their sales in real-time. Discovered the need for real-time actionable business intelligence in the restaurant industry. Defined compelling use cases around the revenue generation and cost containment/reduction.

Architected, designed, and implemented cloud based Smash Data Integration Platform (api, pos data ingestion components, and rules engine).

Implemented Smashboard (MVP) node/java/rest cloud hosted, containerized, micro service-based app that delivers near real-time analysis POS-to-Pocket content, through the Smash Data platform. Fully functional docker/container-based reference architecture is performing well.

Docker, POS, Java, Node.js, nginx, mssql, typescript, CI/CD, Linux, Windows

iWay Software, Inc. NY. Sep 2001 – Nov 2015   Chief Software Architect

Designed / implemented the enterprise architecture and product strategy for all integration offerings, 30M ARR. Designed and implemented the company's Cloud, Web Services and Adapter products/strategies

Cloud native conversions and architecture for the enterprise product portfolio.

Data integration products focused on data quality, data governance, and data wrangling

iWay Sentinel, an application lifecycle monitor used to manage enterprise applications

iWay Enable, complex event processing, real-time, non-invasive visibility into automated business processes.

Architected / Implemented iWay Service Manager, a flagship product defined for the Data Integration ESB space.

As IBI VP of Development: EDA (Client/Server Enterprise Data Access) and its API. Designed a protocol independent communications API, used in IBI products to transport data between all client/server platforms.
Managed a staff of **82 developers**

Docker, k8s, Java, JavaScript, d3.js, Bootstrap3, bash, Rest, API development, PostgreSQL, iway service manager, iway data quality, iway master data Management, webfocus, jira, Jenkins, node.js, c/c++, Microsoft certified solution provider (MCSP)

Additional Titles Held:

Vice President of Development, Information Builders, Inc. NY
Senior VP Software Development, Crossborder Exchange, NY
Technical Manager, IBM, Glendale Labs, Endicott, NY

Education

Syracuse University, College of Engineering and Computer Science, Bachelor of Science

Patents
Inventor of Record, US Patent no. 20050149941: Framework for adapter used in enterprise application integration.