


Marc Greenberg

Delray Beach, Florida

 marc@codemarc.net

 516-313-4826

 [linkedin.com/in/codemarc](https://www.linkedin.com/in/codemarc)

 <https://codemarc.net>

Summary

My core value system is built on Focus, Ownership, Speed, and Kindness.

I am a technologist who has spent a career delivering production quality commercial software. I am a software development executive who has managed large projects but who is very comfortable as an individual contributor on small focused teams. I can take a concept from ideation thru deployment.

Specific Skills:

- * Integration / Cloud / Architect / Passionate Articulate Evangelist
- * Strategic Innovation (People, Technology, Business, Partnering)
- * Language/Platform agnostic Polyglot
- * Container focused, devops minded (CI/CD automation)
- * UI/UX/Web developer VUX/VUI/Voice developer
- * Hands On - Hands In - I BUILD THINGS and I like to write!

Experience

Founder / President

Codemarc Consulting, LLC.

Jan 2021 - Present (2 years 1 month)

* Architectural Development - During early ideation (fuzzy front end of a project) CMC provides architectural support at the tactical (as a generalist) and strategic (visionary) level. We get the group

unstuck, by explaining the big picture in mind sized chunks.

* Emerging technology support for things like blockchain and the application of it as a catalyst to transform health care, patient centric (security, privacy, and interoperability of health data) and the Web3 decentralized, permissionless, trustless, and crypto payments.

* Deep and difficult integration projects. Support for long data analytics journeys, data integration, integrity, governance, quality, ownership, CEP, privacy, etc. Expertise in integration and business intelligence and analytics is often compelling.

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

Custom Design for Pos System Integrations. Cloud based backend development and evolving architectures. Public Clouds AWS, Azure and GCP.



Chief of Staff, Office of the CTO

PAR Technology

Mar 2022 - Dec 2022 (10 months)

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 the team and project up for success

Plan for the Future - What will we need to build next quarter, next year, and what design work do we need to do ahead of that. 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



Architect / Consultant / Developer

BuildingLink

Sep 2016 - Mar 2022 (5 years 7 months)

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

* Driving the conversation on resilient code, developer experience, flawless deployment. Developed the tactical/strategic architectural roadmap (project ROME) in order to define/promote best practices for modernization, K8s, K3s, Rancher, Rancher Desktop, Microservices, Kafka and process to bind them all.

* Envision and Ideation work around "datalink", a BuildingLink Analytics Platform
- Design/Implement Microsoft Power BI (connector, embedding and building data integration)
- Design/Integrate/Implement Qlik Sense data analytics platform (apps, mashups, custom visuals)

* Facilitated business intelligence tool implementations, integrations and evaluations.
- User driven business intelligence for CXO, including visual discovery of metrics and patterns.
- Internal use for business operations. Data analysis of customer data.
- Publishing / embedded for customer's use with possible interactive access.

* 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 using Amazon Voice Services. "Alexa, ask building link..."



Chief Technology Officer

Smash Data, Inc.

May 2016 - May 2019 (3 years 1 month)

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 MVP cloud based data integration platform (api, pos data ingestion components, and rules engine).

The first product "Smashboard" is a node/java/rest cloud hosted, containerized, micro service based implementation that runs from the Point of Sale system to your mobile phone and provides compelling / actionable business intelligence in near real time.

40 customers. After more than a few issues around scaling business (from 1 to 2 to 40) and lots of ssl-cert fun my fully functional docker/container based reference architecture is performing well.



Chief Software Architect / Vice President

iWay Software

Jun 2001 - Nov 2015 (14 years 6 months)

Chief Software Architect, responsible for driving the vision of integration and data products.

Responsible for the overall architecture of all iWay Software product offerings.

Designed / Implemented Cloud, Web Services and Adapter strategies as well as product offerings.

Cloud native implementations for the entire product portfolio

Tooling for I3 (Big Data from Information Builders),

Egret a tool for working with messy data, used to improve data consistency in the big data environment,

Spog (Single Pane of Glass) Sentinel and Envoy, components to monitor and manage all for your application assets running in the enterprise environment,

Data Governance Manager, a prototype product used to define and monitor governance rules across the enterprise.

iWay Enable, a complex event processing product that is designed to provide Real-time, non-invasive visibility into automated business processes.

Architected / Implemented all aspects of iWay Software's flagship product, iWay Service Manager, a product defined for the SOA/ESB space.

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

Member of the management team with the primary responsibility of growing iWay Software® as the number one adapter vendor worldwide.

Vice President of Development

Information Builders

Aug 1989 - Oct 1999 (10 years 3 months)

As Director of Research and Development, "FOCUSed" on the delivery of architecture for IBI products on the Windows platform.

- * Designed and implemented was the original IBI XML Connector Toolkit.
- * Relationship owner, Microsoft Certified Solution Provider Program (MCSP).
- * Managed a staff of 30 developers

As Director of Data Warehousing Technologies, Responsible for design and development of the SmartMart™, Data Warehousing/Data Mart.

- * Meta-Data Management Tools
- * Data Modeling Tools
- * Enterprise Transfer/Transform Tools
- * Query Governing and Analysis
- * Multi dimensional database server.

As a Programming manager of 15 developers working on EDA (Client/Server Enterprise Data Access) and its API . Architected the EDA/Message Server, the first implementation of message oriented middleware to provide Client/Sever SQL access over multiple message systems (Momentum XIPC, IBM MQSeries, Microsoft Message Queue).

* As the Communications Group Leader, Designed a protocol independent communications API (ODIN), used in IBI products to transport data between all client/server platforms. Compile portable 'C' based across IBI supported platforms (Windows NT, OS/2, NetWare(NLM), DOS, MVS, CMS, UNIX, VMS, etc.). Designed and implemented data access software for NetWare. Products include EDA/ Communications Gateway for NetWare and NetWare Router for EDA.

Technical Manager

IBM

Aug 1987 - Aug 1989 (2 years 1 month)

Technical Manager of the implementation of the Procedures Language 2/REXX interpreter for OS/2. Responsibilities included supervising a staff of 14 programmers, to design and implement a system independent REXXSAA Language definition level 4.00 interpreter engine, as well as an OS/2 specific code harness. The system independent code was written entirely in 'C'. The system dependent was written in both 'C' and assembler. Project completion date was tied to the release of OS/2 1.2. All work for IBM was as an onsite consultant (IMI Systems)

Systems Associate

Compensation & Capital, Inc.

Jul 1986 - Aug 1987 (1 year 2 months)

C&C is an actuarial consulting firm specializing in the design and administration of employee benefit plans. Responsibilities included the development of benefit administration applications as well as acquisition, installation and maintenance of hardware and software systems. All development work was done 'C' and FORTRAN on a VAX 11/785 System

Education



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

Licenses & Certifications



Cloud Architecture: Advanced Concepts - LinkedIn



Learning GraphQL - LinkedIn

Skills

Amazon Web Services (AWS) • Data Engineering • Technology Management • Apache Kafka • Architecture • Integration • Software Development • Enterprise Architecture • SOA • Cloud Computing