

Marc J. Greenberg

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Director of Software Strategy | Innovative Leadership in Modern Tech

Strategic leader and innovator with over 25 years of experience in cloud architecture, distributed systems, and data engineering. As a Director of Software Strategy (DSS), I bridge the gap between high-level vision and actionable results, leveraging AI and modern methodologies to drive operational efficiency and product excellence. My expertise lies in aligning technology with business goals to create scalable, innovative solutions that deliver measurable impact.

Core Expertise (DSS-Specific Proficiencies)

- Strategic Alignment & Leadership
- Cloud Architecture & Microservices
- AI-Driven Solutions & Automation
- Data Integrity, Governance, and Observability
- Modernization & Migration to Microservices
- Team Building & Engineering Culture
- Product Strategy & Development
- Cost Optimization & Agile Methodologies

Experience

Principal Consultant | Codemarc Consulting, LLC

Delray Beach, FL | 2021 – Present

Drove modernization efforts, implementing microservices and containerized environments, resulting in 20% cost reduction and enhanced system reliability.

Designed and executed cloud migration strategies, achieving a 25% increase in system uptime.

Developed advanced reporting tools for point-of-sale systems, enhancing operational efficiency and data-driven decision-making.

Championed the use of AI tools to streamline operations, cutting project timelines by 30%.

Chief of Staff | Office of the CTO, Intelligent Audit

Remote, NJ | 2023 – 2024

Designed and implemented a Datadog-based observability framework, improving monitoring and diagnostics across critical systems.

Authored and executed a “10 Critical Processes” roadmap, reducing customer churn by 27%.

Led a hybrid cloud migration initiative funded by AWS, ensuring seamless integration and long-term scalability.

Fostered a culture of excellence by mentoring junior engineers and refining team workflows.

Chief of Staff | Office of the CTO, Par Technology

Remote, NY | 2022 – 2022

Established governance frameworks to align technology selection with organizational goals, reducing operational overhead by 15%.

Designed the 2025 Unified Commerce NorthStar initiative, aligning architecture with emerging market trends.

Enhanced engineering culture through mentorship and participation in architecture-related communities.

Consultant, Developer, Architect | BuildingLink

Remote, NY | 2016 – 2021

Architected a strategic modernization roadmap, integrating Kubernetes and advanced analytics platforms.

Developed “DataLink,” an analytics platform leveraging Power BI and Qlik Sense, enabling real-time data visualization.

Pioneered voice user interfaces, integrating Alexa Skills for enhanced resident and management interaction.

Cofounder & CTO | Smash Data, Inc.

New York, NY | 2016 – 2019

Designed and deployed a cloud-based integration platform delivering near real-time business intelligence.

Achieved scalability through containerized, microservice-based architectures, supporting 40+ customers.

Identified and addressed key market pain points, driving adoption and revenue growth.

Chief Software Architect | iWay Software

New York, NY | 2001 – 2015

Led the development of enterprise integration solutions generating \$30M ARR.

Directed cross-functional teams of 82 developers, fostering innovation and improving time-to-market.

Architected cloud-native solutions and advanced data governance tools, enhancing system performance and reliability.

Education

Bachelor of Science in Computer Science | Syracuse University

Patents

Framework for Adapter in Enterprise Application Integration (US Patent No. 20050149941)

Key Skills (Driving Strategic Execution)

- AI-Driven Development (Copilot, ChatGPT, Midjourney)
- Data Engineering & Integration (Kafka, PostgreSQL)
- Modern DevOps (CI/CD, Kubernetes, Docker)
- Agile & Lean Methodologies (Scrum, Kanban)

Recent Publications

[“Meet DuckGPT” Series: https://codemarc.hashnode.dev/series/duck-to-dss](https://codemarc.hashnode.dev/series/duck-to-dss)

Impact Statement

I design strategies that transform complex challenges into streamlined solutions. My leadership ensures every project delivers tangible value, aligning technology with purpose to drive business success.