

# Marc Greenberg

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## Summary

With over 25 years of experience in software development and architecture, I work with leadership to set vision and direction for all things related to software development. I focus on outcomes and the big picture so that I can ensure alignment with the business goals and customer needs.

I have a strong background and certifications in cloud-native architecture, integration, innovation, polyglot, devops, and UI/UX/Web and Voice development. I use these skills and competencies to design and deliver scalable, reliable, and user-friendly solutions that enhance operational efficiency and future readiness. I also lead strategic initiatives, process improvement efforts, vendor evaluation and selection, and feasibility studies for new projects. I am passionate about solving complex problems, collaborating with diverse teams, and sharing my knowledge and expertise. My core values are focus, ownership, speed, and kindness. My mission is to empower the business with software that improves performance while providing a delightful user experience.

## Experience

### Chief Technology Strategist

Codemarc Consulting, LLC.

Jan 2021 - Present (3 years 8 months)

\* 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 generational ai and its direct application to all aspects of development as a transformation catalyst.

\* 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.

\* Created the open source gridlinks/gridsvcs projects to provide reference implementations for react based chrome extensions, secured and unsecured microservices and best practices in modern web development

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)

### Intelligent Audit

Feb 2023 - Apr 2024 (1 year 3 months)

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

\* Focusing on outcomes, directed strategic architectural initiatives, driving the company towards innovative and scalable technology solutions that enhanced operational efficiency and future readiness.

\* Led process improvement efforts, implementing best practices that streamlined workflows, improved developer experience, and boosted productivity across the technology department.

\* Championed a culture of excellence in developer experience, advocating for and implementing tools and practices that facilitated a more engaging and efficient development environment.

\* 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

## 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 / actional 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, 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.

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

## **Vice President of Development**

ibi | 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, Microsoft Certified Solution Provider Program (MCSP). staff of 30 developers

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

\* 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/Server 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

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)

## **Education**



**Syracuse University College of Engineering and Computer Science**

BS, Computer Science

## **Licenses & Certifications**

**Framework for adapter used in enterprise application integration**

US Patent no. 20050149941