

Marc J. Greenberg

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Chief Software Architect / Chief of Staff / Vice President of Software Development

As an Enterprise Architect and Leader

- Recognized for consistently delivering on agility for effective processes, systems, and infrastructure
- Experienced directing architects, analysts, and technologists in defining and achieving objectives
- Focused on the integration of Business Intelligence and Service Oriented Architecture
- Restructuring processes and systems producing efficient / effective delivery of business functionality
- Experienced managing locally distributed and outsourced cross-functional teams (**82 reports**)
- Detail oriented with ability to stay focused in high stress environments, Big Picture Thinker
- Influencer, that has inspired many to action by balancing tactical imperatives against strategic vision

Professional Experience

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

- 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.

Additional work in custom reporting software solutions for point-of-sale system integrations. Cloud based backend development and evolving architectures. Public Clouds AWS, Azure and GCP.

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

PAR is 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 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.

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.

As the only “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

First Technical Phone Screener: Hiring developers to round out the data team (Microsoft ecosystem, EF, SQL server, .net, identity server, rabbit mq) and for Front-end JavaScript developers, Vue.js conversion project.

DataLink * A BuildingLink Analytics Platform: Envision, ideation, prototype 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)

Microsoft Power BI, SQL, SQLSSAS, Qlik Sense Enterprise, k8s, docker, vue.js, node, C#, VB and web, Message queuing, workflow design, automation for html-based email emissions.

“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.

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.

Public Cloud (digital ocean), Docker, POS, Java, Node.js, nginx, haproxy, sql, JavaScript / Typescript, CI/CD, Linux, Windows

iWay Software New York, NY. Sep 2001 – Nov 2015

Chief Software Architect

Designed and Implemented the full platform strategy for all integration products. These products have generated millions of revenue dollars. Responsible for the overall architecture of all iWay Software product offerings. Designed and implemented the company's Cloud, Web Services and Adapter strategies as well as product offerings.

Cloud native conversions and architecture for the enterprise product portfolio.

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

iWay Sentinel, an alm tool to monitor and manage enterprise application assets

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

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

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

Docker, k8s, Java, JavaScript, d3.js, Bootstrap3, bash, Restx, API development, neo4j, graph database, titan/Cassandra, maven wso2is, postgres, iway service manager, iway data quality, iway master data Management, webfocus, jira, Jenkins, node.js, c/c++

Information Builders, Inc New York, NY Sep 1989 – Jun 2001

VP Development

Relationship owner. Microsoft Certified Solution Provider Program (MCSP.) EDA (Client/Server Enterprise Data Access) and its API. Designed a protocol independent communications API (ODIN), used in IBI products to transport data between all client/server platforms. Managed a staff of 30 developers

IBM | Glendale Labs, Endicott, NY May 1987 - Aug 1989

Technical Manager

Supervised 14 programmers, to design / 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 the release of OS/2 1.2. Participated in the design and implementation of the REXX language for the AS/400 system.

Education

Syracuse University, School of Computer Information Science Bachelor of Science May 1986