Frederick David Whitlark

david.whitlark@gmail.com   http://www.whitlark.com

Personal Strengths

- Thought Leadership and Technical Strategy
- Creative Problem Solving
- Product Development
- Passion and Courage
- Talent Acquisition and Development
- Training and Mentoring
- Speaking, Writing, and Visual Design
- Customer Service

Technical Strengths

- Software Application Design
- Microservice Architectures
- Horizontally Scalable Systems
- Messaging and Eventing
- Data Modelling
- User Interface Design
- Rapid Application Development
- Prototypes and Minimum Viable Products

Career Summary and Highlights

Results-focused s**oftware development leader** with **15 years of professional experience** in increasingly complex information technology and software engineering roles with **startups** and **large enterprises** using **commercial** and **open source** software technologies.

Promoted to **Software Development Manager** in January 2014. Currently **leading multiple agile software development teams** delivering key strategic initiatives for line-of-business software systems in a **high-growth retail energy provider**.

Solved dozens of key software scalability challenges as Ambit Energy grew from $300M to $1.5B in revenue between 2011 and 2016. **Oversaw design and implementation** of efforts to **replace mission critical legacy batch processes with real-time, event-based microservice systems** resulting in up to a **100x increase in throughput** on existing hardware.

Played a central role in 2013 in **modernizing Ambit Energy's release process** from one monolithic production deployment every 8 weeks to a **DevOps-based continuous integration and delivery model.** Ambit Energy now releases **dozens of software changes to production every workday.**

Redesigned Ambit Energy's software developer interview process and developer job titles, which in 18 months assisted a **30% lift in average developer efficacy ratings** (as measured by internal metrics) **and a 16% lift in IT workplace satisfaction** (as measured by an independent workplace survey).

Founded and managed a quarterly developer education conference for Ambit Energy's team of 65 programmers.

Recipient of Ambit Energy's *Finest and Most Respected Award* based on co-worker recognition in 2012.

Coauthored multiple open-source libraries used at Ambit Energy, now hosted on GitHub: https://github.com/AmbitEnergyLabs

Served as **Game Designer on *Doom RPG* - recipient of the 2005 mobile game of the year** - C|Net Mobile Entertainment Awards, J2ME platform.

Career Development

Ambit Energy, Dallas, TX   2011 to Present
Software Development Manager, Member of IT Leadership Team

Overview: Providing technical leadership for multiple development teams supporting a custom retail energy software platform managing $1.5B annual revenue on 1M customers using Microsoft .NET technologies.

- Provided technical leadership for multiple concurrent legacy system modernization and redesign projects
- Redesigned EDI-based transaction management, rating, and billing systems supporting a $1.5B yearly revenue
- Managed and lead over 20 full-time software developers and contractors
- Provided regular technical counsel to Director, Vice President, and C-Level audiences
- Promoted to Development Manager in 2014
- Recipient of Ambit Energy's *Finest and Most Respected Award* (based on co-worker recognition, 2012)
- Promoted to Development Team Lead in 2011
- Participated in the creation and implementation of enterprise SOA strategy (microservices)
- Participated in the creation and implementation of a continuous delivery model (DevOps)
- Created Ambit Energy's Software Developer candidate assessment process
- Defined software developer job descriptions and career ladder
- Interviewed hundreds of Software Developer and Quality Analyst candidates resulting in dozens of hires
- Personally mentored 8 Software Developers that were promoted to engineering leadership roles in the organization

SCI Marketview, Dallas, TX   2007 to 2011
Senior Software Engineer, Member of System Architecture Team

Overview: Participated in architectural design and full software development lifecycle of components related to a multi-channel marketing communication engine and campaign reporting system for the automotive industry using Microsoft .NET technologies:

- Promoted to Senior Software Engineer in 2009
- Designed customer portals for reporting and multichannel campaign configuration management
- Designed frameworks, services, and reusable components used by multiple products and projects
- Implemented Master Data Management strategy for transactional vendor retail records
- Spearheaded efforts to implement an engineering department wiki for technical documentation
- Participated in interviewing and recruiting staff for engineering positions
- Managed build processes and production deployments
- Participated in architectural design and analysis meetings, developed technical specifications
- Clients include General Motors, BMW of America, and Kia Motors USA

IRM Corporation, Addison, TX   2005 to 2007
Software Engineer

Overview: Contributed features, bug-fixes, and operational support for two leading food and beverage industry data management products (*PromoAssist 4.1* and *Sales Discovery System 6.0*) built on Microsoft .NET technologies.

- Designed new modules and product enhancements as directed by Product Development
- Managed build processes for a production environment of 16 customer sites and databases
- Managed new client deployment process and served as technical liaison for roll-outs
- Designed and wrote DTS and T-SQL based client data load ETL tools
- Created an export engine for supporting a variety of custom extracts for XML, CSV, and Microsoft Office
- Clients include ConAgra, Tyson Foods, Dean Foods, Kraft Foods

Fountainhead Entertainment, Inc., Mesquite, TX   2000 to 2005
Programmer and Technical Designer

Overview: Actively participated in the design, development, implementation, and support of a variety of software products including content management systems, web-based telephony administration systems, and mobile gaming software using a wide variety of platforms including LAMP, Java, and Microsoft .NET technologies.

Consulting and Contract Assignments   2000 to 2005
Contracts and Internships

Overview: Provided various technical services including systems design, software development, web design, database administration, network support, and IBM certified on-site hardware support to companies under internships or short-term contracts.

ACoolerHouse.com, Garland, TX
Activision, Inc., Santa Monica, CA
Andcomp Technologies, Inc., Mansfield, TX
Id Software, Inc., Mesquite, TX
IBM Technology Service Solutions, Inc., Westlake, TX
SpeedDirect.com, Santo, TX