

Frederick David Whitlark

david.whitlark@gmail.com | 972-821-6925 | Dallas, TX

Results-oriented technology leader focusing on talent development, software engineering, process improvement, and business-technology alignment. Over 25 years of hands-on experience in increasingly complex technical and leadership roles. A proven track record of fostering partnerships between technology and business, delivering mission critical software projects, and adapting business processes to emerging technology opportunities.

Professional Strengths

- **Partnership and Alignment** - Proactive engagement with stakeholders and subject matter experts to define objectives, develop processes, plan projects, and foster a culture of collaboration between technology and business teams.
- **Talent Development** - Assembling the best team possible through direct involvement in all steps: Recruiting, Interviewing, Onboarding, Education, Mentoring, and Promotion.
- **Custom Software Design and Development** - Expertise in Enterprise Software Architecture, Microservices, Cloud, Database Design, User Interfaces, Mock-Ups and Prototyping, Agile delivery, and Software Development Lifecycle leadership.
- **Application Modernization and Transformation** - Upgrading and augmenting legacy applications with modern technologies to maximize the value and longevity of legacy software assets.
- **Process Design and Development** - Partnering with stakeholders to implement new processes to better align business objectives with emerging technology opportunities, while balancing the needs of security, compliance, efficiency, flexibility, accountability, and simplicity.
- **Team-building** - Nurturing high performance teams through training, recognition, motivation, culture, and alignment.
- **Communication** - Excellent verbal, written, and visual communication skills.

Career Highlights

- **Over 15 years of experience in leading the design, implementation, and support for custom line-of-business software applications** serving millions of retail gas and electric energy customers for 12 brands in 3 countries and over 120 utilities.
- **Delivered custom billing software systems over 60 times more cost effective** than the legacy commercial billing solutions on an annual customer cost-to-serve basis.
- **Managed all aspects of a software development organization** including recruiting, hiring, training, people development, system design, architecture, support, process development, documentation, and events
- **Lead the technical approach and implementation of retail energy data migrations for millions of customers** from 6 disparate legacy billing systems into a single multi-brand system.

- **Lead a transition from an on-shore in-house custom application development model to an off-shore managed service.**
- **Early advocate for critical cost-saving and strategically-enabling technologies** including microservices, JSON, cloud-native architectures, devops, wikis, and generative AI
- **Promoted to Director of Software Development** in October 2017, reporting directly to CIO.
- **Solved dozens of key software and process scalability challenges** as Ambit Energy grew from \$300M to \$1.5B in revenue between 2011 and 2018 and expanded service into 20 states and 2 international markets. Executed projects 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.
- **Transformed Quality Assurance Department** into a new **Quality Assurance Engineering** role fully integrated into domain-driven Agile software delivery teams at Ambit Energy. Time-consuming manual testing procedures and defect quotas were replaced with release-enablement strategies including automated tests, data generation tools, and User Acceptance Testing facilitation.
- **Played a central role in 2014 in modernizing Ambit Energy's software release process** from one monolithic production deployment every 12 weeks to a cloud-hosted, DevOps-based continuous integration and delivery model. Ambit Energy now releases a dozen software changes to production every workday.
- **Founded and managed a quarterly developer education conference.**
- **Recipient of Ambit Energy's Finest & Most Respected Award** based on co-worker recognition in 2012.
- **Served as Game Designer on Doom RPG** - recipient of the 2005 mobile game of the year - C|Net Mobile Entertainment Awards, J2ME platform.
- **Community Service and Leadership** - cofounder and board member for multiple nonprofit organizations

Career Development

Vistra Corporation - Irving, TX (Acquired Ambit Energy in 2019)

2019-present: Director of Software Development

Providing leadership for multiple agile development teams supporting a custom retail energy software platform managing over 2M retail energy customers in over 60 utilities.

- Leading multiple agile delivery teams under a mixed onshore/offshore delivery model
- Managed the migration of millions of customers across 6 billing systems into a single billing system
- Managed transition from onshore insource delivery model to blended outsource offshore model
- Interviewing, hiring, training, mentoring
- Defining software delivery processes (SDLC)
- IT Compliance - SOX, PCI, and Retail Energy Regulatory Compliance

- Technology: .NET, C#, SQL Server, T-SQL, Javascript, HTML, CSS, Azure, Microservices, Generative AI

Ambit Energy - Dallas, TX

2017 - 2019: Director of Software Development

2014 - 2017: Software Development Manager

2012 - 2014: Lead Software Developer

2011- 2012: Senior Software Developer

Providing leadership for multiple agile development teams supporting a custom retail energy software platform managing over 1M customers in US, Japan, and Canada deregulated gas and electric markets.

- Leading a team of over 70 engineers (software developers, quality assurance engineers, and data analysts) supporting custom line-of-business applications for retail energy
- Providing regular technical counsel to Vice President and C-Level audiences
- Defined Ambit Energy's Software Developer hiring and career development processes
- Interviewed hundreds of Software Developer and Quality Analyst Engineer candidates
- Personally mentored software developers promoted to engineering leadership roles
- Defined and implemented development policies and procedures for SDLC, deployment, user story definition, backlog prioritization, documentation, issue escalation, security, and design standards
- Recipient of Ambit Energy's Finest and Most Respected Award in 2012
- Provided technical leadership for legacy system modernization and redesign projects
- Integrated legacy QA department into software development organization
- Directed application design for international expansion to Japan and Canada
- Redesigned transaction management, rating, and billing systems supporting \$1.5B yearly revenue
- Participated in the creation and implementation of enterprise SOA strategy (microservices)
- Technology: .NET, C#, SQL Server, T-SQL, Javascript, HTML, CSS, Azure, Microservices
- Ambit Cares committee member - Ambit Cares is a 501c(3) charity dedicated to fighting hunger.

SCI Marketview, Dallas, TX

2009 - 2011: Senior Software Engineer, Architecture Team

2007 - 2009: Software Engineer

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:

- 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
- Led effort 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
- Provided regular technical counsel to Vice President and C-Level audiences
- Clients: General Motors, BMW of America, and Kia Motors USA

IRM Corporation, Addison, TX
2005 - 2007: *Software Engineer*

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 MS Office
- Clients: ConAgra, Tyson Foods, Dean Foods, Kraft Foods

Fountainhead Entertainment, Mesquite, TX
2000 - 2005: *Programmer and Designer*

Actively participated in the design, development, implementation, and support of a variety of software products including content management systems, web-based telephony administration systems, custom web applications, and mobile gaming software using a wide variety of technologies including Linux, Apache, PHP, Java, Javascript, and Microsoft .NET technologies.

Service and Community

Chairman of the Board

Grace United Methodist Church, Dallas
graceumcdallas.org
2026-01 - Present

Cofounder, Board Member, and Treasurer

Operation Ground Support
Community Donation Center & Food Pantry, 501(c)3 Nonprofit
operation-ground-support.org
2025-12 - Present

Cofounder and Precinct Chair

Old East Dallas Democrats
oldeastdallasdemocrats.com
2025-06 - Present

Committee Member

Ambit Cares
"Helping to fight hunger in the communities where we live and work." 501(c)3 Nonprofit
ambitcares.org
2016 - 2019