

## Experience

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### Software Design Engineer – Opscode

August 2011 - Current

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### Senior Technical Evangelist – Opscode

September 2010 - August 2011

Part of highly specialized team of consultants responsible for a combination of technical services, training, sales engineering and evangelism.

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### Principal Architect – MaxMedia

October 2009 - September 2010

- Responsible for architecture and implementation of all client infrastructure/hosting.
  - Pioneered company-wide usage of cloud-based hosting and full server automation/provisioning using Chef and the Opscode Platform.
  - Successfully transitioned development and system administrations teams to a hybrid DevOps culture and process.

Recent project work:

bakerhughes.com - Lead development and architecture for the main customer facing portal (10K+ pages) of the 3rd largest oil services company (40K+ employees). Created a fully redundant n-tier architecture/infrastructure leveraging the Rackspace Cloud and Opscode Chef. Application infrastructure follows "infrastructure as code" best practices and can be rebuilt from scratch in a fully automated way.

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### Senior Software Engineer – Fox Audience Network - Fox Interactive Media

May 2008 - October 2009

- Responsible for lead development and architecture on multiple mission-critical customer facing solutions at the 6th place comScore ranked ad network.
- Mentored large development team on Agile, MVC and SOA/VOA best practices
- Spearheaded many internal development firsts including a company-wide base CSS framework, multi-module based Maven builds and a loosely coupled Web Oriented Architectures.

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### Senior Application Developer – IBM Global Services

June 2000 - May 2008

- Responsible for all technical direction of the IBM Interactive Kiosk Software Practice and successfully transitioned the team to a Ruby on Rails based development platform. Spearheaded adoption of multiple distributed kiosk architectures. Developed custom hardware device drivers in multiple languages.
- Helped establish IBM Interactive as the Ruby on Rails subject matter experts within the greater IBM development community. Lead development on multiple Rails projects, as well as leading mentoring, education and sales engagements surrounding Agile development.
- Core member of the IBM Interactive Technical Leadership Team, which was responsible for shaping a consistent technical strategy, direction, and message across all IBM Interactive practices.
- Worked closely with IBM Research in productizing multiple research projects for the greater business marketplace.

Example project work:

- <http://maps.lacounty.gov> - GIS (geographic information system) mash-up utilizing data from the Google Maps API and existing legacy systems. The application is a first of its kind Rails deployment on z/Linux running on IBM zSeries 990 mainframes
- <http://nmaahc.si.edu> - Fully moderated community-based website that utilizes many Web 2.0 mechanisms including user submitted content (photos, audio and text), tagging and favorites.
- <http://recyclebank.com> - Developed a Ruby on Rails powered incentive based recycling kiosk. Seth showed architectural leadership by creating API specifications (and implementations) for both backend XML-RPC services and client-side kiosk device code.
- <http://eternalegypt.org> - Integral member of a specialized IBM team that developed a complex real-time 3D kiosk application. Kiosks deployed worldwide in participating museums and allow visitors to explore ancient Egyptian landmarks in real-time 3D.

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**Lab Administrator / Lead Developer** – University of Notre Dame, College of Business *April 1998 - May 2000*

- Administered 30 computer Windows NT network. Managed user accounts, network architecture, and web services.
- Designed and implemented an MIS Alumni web page and database using Active Server Pages, JavaScript and HTML.
- Developed an online auction application using Microsoft SQL Server and Active Server Pages.

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**Consultant/Systems Developer** – Technology Services Group *June 1999 - August 1999*

- Developed document management applications using Documentum, Active Server Pages and COM objects.
- Created a patent capture application for a major pharmaceutical company.

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## Education

**BA** – University of Notre Dame *1996 - 2000*

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## Projects & Interests

**GitHub - chef** – <https://github.com/opscode/chef> *January 2009 - September 2011*

A systems integration framework, built to bring the benefits of configuration management to your entire infrastructure.

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**GitHub - cookbooks** – <https://github.com/opscode/cookbooks> *January 2009 - September 2011*

Opscode Cookbooks for Chef

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**GitHub - knife-ec2** – <https://github.com/opscode/knife-ec2> *March 2011 - August 2011*

Opscode Chef knife plug-in for EC2

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**GitHub - knife-rackspace** – <https://github.com/opscode/knife-rackspace> *March 2011 - August 2011*

Opscode Chef knife plug-in for Rackspace

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**GitHub - knife-openstack** – <https://github.com/opscode/knife-openstack> *March 2011 - September 2011*

Opscode Chef knife plug-in for OpenStack

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**GitHub - knife-windows** – <https://github.com/opscode/knife-windows> *March 2011 - September 2011*

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**GitHub - ohai** – <https://github.com/opscode/ohai> *January 2009 - September 2011*

Ohai profiles your system and emits JSON