

Mark Beeson

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Summary

Knowledgeable, hands-on VP/CTO/head of Engineering with over 20 years of creating for the consumer web. Extremely thorough technical knowledge about the modern digital business, providing guidance both for engineering teams and C-level executives. Constantly working to help engineering departments improve their skills, efficiency, code quality, and overall job enjoyment.

Employment

Boston Consulting Group, Digital Ventures / First American Title

Venture CTO / VP of Engineering
January 2018 - present
<https://getendpoint.com>

Role

- Created the venture “Endpoint Closing” for BCGDV’s corporate partner First American Title. Endpoint is a fully digital, cloud-native title and escrow startup set up as a digital attacker within the \$16B title and escrow industry.
- Transitioned to Endpoint CTO and VP of IT for First American in Q3 of 2018 to help launch the business post-venture.
- Responsible for team hiring, vendor engagement, purchasing, technical strategy and implementation for the business.
- Managed the engineering department, an agile multifunctional team charged with reinventing an entire industry and bringing it to the 21st century.
- Owned the overall technical architecture and tools used by all employees of Endpoint.

Technology

- Endpoint is a cloud-native startup, hosted on AWS and using Amazon managed services including data stored in Dynamo, Redshift for a data warehouse, ECS for hosting Docker containers, Lambda with Kinesis streams for serverless data pipelines, and EC2 images for custom licensed software hosting. All infrastructure is managed through Terraform and deployed as part of the Endpoint CI/CD build pipeline.

- Endpoint is built in Javascript on both the server-side written in ES6 Node, and the client-side written in React. The native Endpoint app is written in React Native and is deployed to select real estate agents through Testflight.
- Endpoint engineering is a highly agile organization, utilizing Gitlab for source code control, testing, and CI/CD. Team sprints are coordinated through Jira, with Confluence acting as a documentation repository, and team communication done mainly through Slack.
- Endpoint uses modern engineering tools to help increase velocity and productivity, including Sentry for error tracking, Segment for analytics routing, Google Suite for email, calendaring, and file sharing. Endpoint native app builds are automatically created and deployed using Fastlane, with Instabug for error tracking.

Skechers USA

Director, Web Services

September 2006 - December 2017

<https://skechers.com>

Role

- Manage a strong team of server-side and client-side developers tasked with creating new online features and functionality for \$4B worldwide retail fashion company. Responsible for team hiring, vendor selection, purchasing recommendations, and overall consumer-facing architecture.
- Represent IT in C-level meetings, discuss overall web strategy and present ideas and solutions to executives. Work closely with multiple departments to solve problems, create new products, and ensure the best possible customer experience.
- Created the architectural vision and implemented an in-house ecommerce engine responsible for hundreds of millions of dollars in revenue. Brought Skechers retail stores online with our omni-channel development, allowing customers in-store to place orders for items not in stock.
- Rolled out consumer-facing ecommerce sites for multiple countries and acted as advisor to worldwide partners and joint ventures.
- Speak at various conferences representing Skechers web services and demonstrating a modern e-commerce application to audiences.

Technology

- Skechers is primarily a collection of microservices bundled together into a larger application deployment, using the Play framework, Akka middleware, and Scala as the primary language with some core pieces using Java libraries. Skechers uses the MariaDB fork of MySQL for transactional data and OLTP, with Cloudant/CouchDB as the NoSQL content store. The client side went through a collection of frameworks over the years, primarily using Angular and a custom-written vanilla framework specific to Skechers.
- Adopted and led the deployment of agile methodologies within Skechers IT as a whole, using Jira for sprint planning and Confluence for documentation. Skechers uses IntelliJ for

development, Github for source code control, Jenkins for CI/CD, and server configuration management done via puppet.

- The Skechers customer-facing websites integrated with a legacy homegrown ERP and warehouse management software through a modern ETL pipeline designed for realtime order updates.

Octave

Technical Cofounder

January 2015 - present

<https://octave.is>

- Technical cofounder and web engineer for octave.is, a music hosting and streaming provider.
- Design, architect, and develop full-stack web application for professional musicians to store and share their music.
- Support, technical direction, purchasing, engineering strategy, and creative UI design assistance for the company.
- Technology stack includes the Play framework, Scala, CouchDB, Redis, Javascript, and is hosted on AWS.

Heluna Antispam

Founder, CTO

August 2005 - present

<https://heluna.com>

- Founder and CTO of Heluna Email, an antispam and antivirus email application service provider currently handling millions of messages per month.
- Design, architect, and develop application from end to end, including SMTP filtering, e-commerce, and website operations.
- Responsible for operational support, new client acquisition, product management, and overall company strategy.
- Technology stack includes the Play framework, Scala, Java, MySQL, Redis, Javascript, and is hosted on AWS using multiple Amazon services including RDS, Elasticache, Lambda, and ECS.

Vivendi Universal Games

Head of Web Services

October 2002 - September 2006

<https://web.archive.org/web/20061205015518/http://www.sierra.com/en/home.html>

- Team lead for the web services department for a \$1B entertainment/videogame company.
- Developed architecture and strategy for consumer-facing websites and internal web applications.

- Responsible for vendor selection, purchasing recommendations, and managing of select outsourced web development.
- Worked with online marketing, IT, brand development, and third-party game development houses to develop high-quality web applications and marketing.

Warner Music Group

Product Manager, Independent Contractor

February 2001 - September 2002

<https://web.archive.org/web/20010511084142/http://www.wbr.com/>

- Product manager for enterprise-level content management system for \$1B Warner Music Group, parent company of Atlantic, Elektra, and Warner Bros Records.
- Led technical direction with internal Warner resources and external contractors.
- Created business and technical requirements with key stakeholders, including subsidiary major labels and international distributors.
- Conducted code reviews, usability studies, and application QA.

marchFIRST

Lead Developer

May 1998 - February 2001

<https://web.archive.org/web/20000510135731/http://www.marchfirst.com:80/home.html>

- Lead developer at \$1B public company in the internet consulting industry.
- Project lead for multiple business-defining development and integration projects in the entertainment and media vertical.
- Specialized in next-generation web technologies including streaming media, rapid site development and deployment.
- Aided in defining overall technical strategy for Santa Monica office.

EmeraldNet

Lead Developer

September 1995 - May 1998

<https://web.archive.org/web/19961223015754/http://www.emerald.net/>

- Lead server-side and client-side developer for a (then-new type of business) Internet consulting and web development agency.
- Helped develop the online strategy for multiple clients in the entertainment and media space.
- Aided company principals in new business acquisition, architecture, and technology development in conjunction with partners such as Netscape.
- Promoted core web design and programming concepts that are the fundamentals of website architecture and creation today.

Selected Skillset

Leadership	Hiring, mentorship, instilling ownership in employees, data-driven decisions, technical knowledge and big picture understanding, scrum master. Emphasis on creating supportive environments where no engineer is afraid to ask for help and always wants to do the right thing and experiment.
Development Process	Agile/scrum or kanban depending on the environment, rapid iteration and deployment, emphasis on automated testing and nimble teams. Github with Jenkins/Travis or Gitlab, strong emphasis on CI/CD.
Project Management	Jira, Confluence, and Slack. Emphasis on correct sizing of stories while establishing automation for repeated tasks. Respect for engineering heads down time and targeted support when IC roles need additional help.
Technical Architecture	Extremely strong emphasis on cloud native and managed services. Docker for reproducible builds and environment consistency, strong emphasis on creating 12-factor applications. Infrastructure as code via tools such as Terraform or the Serverless framework.
Languages	Javascript or Typescript, Java, Scala with Akka. Emphasis on code quality enforced by automated linting and type checking.
Data Stores	MySQL on RDS for SQL and OLTP, DynamoDB or CouchDB for NoSQL, Redshift for OLAP, S3 for document storage.
Server Focus	Node, Play, Netty, ECS for image deployment.
Serverless	Lambda, Google Cloud Functions, or Cloudflare Workers. Triggers done via API Gateway, Dynamo streams, S3 buckets, or named calls through other services.
Middleware	Redis for caching, Lucene and Elasticsearch, Auth0 for OAuth, Twilio, Sendgrid, Sentry, Segment, Instabug
Client Focus	Javascript, HTML, CSS, SASS, React, React Native, ES6/ES2015, Webpack, Babel

Education

University of Arizona

September 1992 - June 1994

Activities and Societies: Hardware and Computing Knowledge Society (HACKS)