

# David Mackey

## Highlights/Profile

Experienced solution architect with a proven track record of developing, testing, deploying and supporting complex, high performance & highly available systems. Over 30 years of technical and management experience covering a range of digital marketing platforms, multi-tiered server applications, telephony networks, data networks and optical transport networks. Committed to delighting customers with superior user/product/service experiences at every touchpoint of the customer engagement.

Experienced in:

- Public Library Board Member, Digital Libraries
- Digital Marketing, Customer Service, Customer Issue Resolution, Sales Support
- Digital Systems Integration, Automated Marketing Applications, Agile Product Development
- People Management, Project Management

## Specialties

**Technology:** Google (Cloud, Compute Engine, Analytics & AdSense), PHP, MySQL, HTML, CSS, JavaScript, ES6+, ReactJS, jQuery, WordPress, git, QGIS, DNS BIND, REST, Web Services (WSDLs), SIP, TR-87, IP Multimedia Subsystem (IMS), IIS/Apache, TCP/IP, IEEE 802.1d, L4-7 Switching, Secure Sockets Layer (SSL/TLS), SONET, CCS7, SNMP, Java, J2EE, C, C++, Linux

**Products & Skills:** Digital Marketing Platforms, Social Media Marketing, Facebook Groups/Pages, Twitter, Blogs, User Experience Design, Conversion Funnels, Avaya/Nortel (Voice, Optical, Data Router/Switching & Agile Communication Environment), IBM (WebSphere & SameTime), SAP, Microsoft (Lync & Office)

**Processes:** Agile, Certified Scrum Master, ISO9000

## Employment Summary

### **2014 - Present                      Marketing Consultant**

- Provide consulting services to connect businesses with customers using the latest digital marketing tools and techniques. Service offer includes Marketing Plan Creation, Website Design, Data Analytics, Content Marketing, Search Engine Optimization (SEO), Social Media Marketing, Digital Advertising and Conversion Rate Optimization, 240+ Twitter Followers [@dbmackey]

### **2012 - Present                      Entrepreneur, Modshopr**

- Social Shopping website & social media platform with 15,000+ unique visitors, 45,000+ pageviews
- Supported by Google Analytics, Google AdSense & other web and social media tools

### **2009 - 2012                      Sr. Solution Architect, New System Introduction, Agile Communication Environment (ACE), Avaya**

- Deployed over 100 ACE customer systems. Responsibilities included Project Planning, Technical Customer Engagement, Pre-release Testing & Issue Reporting, Onsite and Remote Deployments, Post-deployment Support. Grew one customer from a single trial server to a highly available production system with over 13,000 users.
- Led ACE Global Trial Deployment Team. Responsibilities included cross-team communication and deployment planning, pre-release preparation planning and product readiness, global deployment training and support resolution. Team grew from a single person in 2009 to a multi-tiered deployment and support organization with 12 people based in North America, Europe and Asia by 2012

### **2007 - 2009                      Sr. Solution Architect, New System Introduction, Agile Communication Environment (ACE), Nortel**

- Created system architecture for two Communication Enabled multi-tiered applications (PC Caller Name Display and CS2K/OCS Converged User). Led technical direction of two development teams following an Agile process.

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Organized and led a two day customer architectural review. The “Proof of Concept” phase generated revenue of \$500k and was successfully deployed within six months of concept.

- Facilitated and developed technical responses for eight customer engagements including six “Request For Information” responses and five customer visits.
- Wrote the SOA API Implementation Agreement and Test Plan for Multi Service Forum’s (MSF) Global MSF Interoperability (GMI) 2008 multi-vendor interop event. Nortel’s ACE system successfully integrated with three vendors over six scenarios.
- Designed, specified and ordered initial Lab and Design Environment (\$340k budget) for a new J2EE software development team. Both systems were on budget and running within two months.

## **2005 - 2007 Sr. Customer Engagement Prime, IP Multimedia Subsystem (IMS), Nortel**

- Defined scope, created project plans, integrated, wrote Customer Acceptance Test Plans and executed test cases on over 50 IMS systems for customer trials, demos and trade shows.
- Responded to a 46 page customer Request For Proposal (RFP) by creating and deploying a test system with 20 end user devices, 25 server nodes plus IP network infrastructure within 10 weeks of receiving the RFP. Test cases were executed in the presence of the customer. Customer stated it was the best competitive response received.
- Led onsite & offsite technical support teams for MSF’s GMI 2006 IMS interop event. Nortel’s IMS system successfully integrated in 41 test cases with 9 vendors over 6 scenarios in a one week multi-vendor integration test.
- Recognized by Nortel Business Leaders for creating and delivering an offsite executive demo to a large US based carrier company within an eight week window.

## **Other Nortel Experience**

**2003 - 2005 Sr Customer Support**, Shasta Edge Router

**2001 - 2003 Sr Customer Support**, Call Processing Spectrum Peripheral Module (DMS-100)

**2000 - 2001 Manager & Solution Architect**, Web Content Delivery Networks Development

**1996 - 2000 Manager**, Optical Ethernet OAM Development & SONET OSI Datacomms Development

**1994 - 1996 Manager**, CCS7 STP/SSP Integrated Node S/W Development & Global Product Support

**1992 - 1994 Team Leader**, SSP Routeset Expansion Development & CCS7/STP Global Product Support

**1989 - 1992 Software Designer**, CCS7 Development

## **EDUCATION**

**1989 University of Waterloo**

Honours Bachelor of Mathematics, Computer Science with Electrical Engineering Electives – Coop

**1992 University of Waterloo**

Bachelor of Arts, Dean's Honours List

## **Continuing Education**

2012	Online Course: Stanford University	Human Computer Interaction [with Distinction]
2012	Online Course: Stanford University	Technology Entrepreneurship [with Distinction]
2013	Online Course: Stanford University	Introduction to Databases [with Distinction]

## **Internet Governance**

- ICANN NARALO - Individual Member (2019-present)
  - ATLAS III Ambassador (ICANN 67 - Montreal)
  - At-Large Structures Mobilization Working Party (2020)
  - Unaffiliated Individuals Mobilization Working Party (2020-2021)
- Fellow North American School of Internet Governance (2019 & 2023)

## **Volunteer Positions & Hobbies**

- Stratford Public Library Board (2023 - present)
- Stratford Public Library Makerspace volunteer (2018-2020)
- Perth District Health Unit Elements program - Building Resilience in Boys Grade 5 & 6 (2018-2020)
- University of Waterloo Alumni Event Organizer (2014-2020)
- Chaperone Earl of March High School Music Program (2013-2016)
- Piper in the Sons of Scotland Pipe Band (2011-2014)