

# AVI GOLDYNE

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## Web Application Architect

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## PROFESSIONAL PROFILE

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Seasoned professional with expertise in web architecture, CRM solutions, technical project management, and hands-on development. Experience with a diverse range of technologies specializing in data wrangling, integrations, REST APIs, user interfaces, full stack web site and web application development, and customizing SaaS platforms.

Strength and passion for problem-solving, whether it involves tackling narrow verticals or handling complex end-to-end data flows and integrations. Not afraid to roll up sleeves and dive into code and can lead projects from inception to completion. Excel at identifying corner cases that others may overlook. When faced with a challenge or problem, thrive on crafting scalable and architecturally sound solutions that meet the business needs. Take great pride in the enduring value of work done so far. Have developed systems and applications that continue to deliver results and provide value even after more than 19 years.

I love building useful web applications!

## CORE COMPETENCIES

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- Over 20 years of experience as a web architect, project manager, and full stack developer overseeing full end-to-end implementations spanning external and internal customer facing front-end websites and web applications, back-end systems, data architecture, CRM, DNS, CDNs, cloud providers, REST APIs, iPaaS, SaaS, UI, UX, and web design.
- Successful track record in managing projects across teams and disciplines, ensuring seamless data flow and integration between systems utilizing Scrum Agile processes.
- Quick learner, adept at leveraging new technologies and languages to benefit organizations.
- Efficient worker with an attention to detail, consistently delivering on-time outputs without compromising quality.
- Skilled in evaluating emerging technologies and devices and integrating them into existing business processes.
- Proficient in architecting relational databases, including schema creation, SQL queries, T-SQL, stored procedures, and indexes.
- Experienced in bidirectional integration with third-party systems using service-oriented architectures and iPaaS.
- Well-versed in Salesforce CRM, building internal and external tools on the platform, and orchestrating integrations across sales, service, marketing, and commerce products.

## TECHNICAL SKILLS

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### Languages and Technologies:

- REST APIs and service-oriented architecture
- Salesforce: Apex, Lightning Web Components, Flows, Marketing Cloud, AmpScript, SSJS, and LWC
- ASPX, C#/.NET – Web API, and Forms
- WEB – HTML, CSS, Javascript, XML, and JSON
- Javascript – JQuery, Bootstrap, and Lightning Web Components
- Limited Exposure: Jenkins Pipeline, Boomi iPaaS, and JS Frameworks (React and Vue)

**Database:** MS SQL Server – design and create schemas, SQL, TSQL, and SPs

**SaaS and Services:** Salesforce, Akamai, Dell Boomi, Jira, Confluence, Github, Locally, and Google APIs

**Software:** Visual Studio, Github, SQL Server management studio, Postman, GSuite, Office (Excel, Word, PowerPoint, Outlook), IIS, Acrobat, Illustrator, Photoshop, and LucidCharts

**Hardware:** PC, AV, and basic networking

**Platforms:** AWS, Windows OS and Server – configuration for web, and IIS configuration

## WORK EXPERIENCE

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SONOS, INC., Santa Barbara, CA

03/2004 – 06/2023

### **Principal Solutions Architect, Web and MarTech** (2021 – 2023)

Reported to the vice president of marketing DTC. Provided technical expertise and problem-solving to empower a non-technical marketing team while collaborating with technical departments to deliver cutting-edge marketing solutions.

- Led the replatforming of Salesforce Marketing Cloud for enhanced marketing capabilities.
- Project managed and implemented company-wide transactional communications in Salesforce Marketing Cloud for consumer, commercial, and business units.
- Designed and executed custom API integrations between diverse systems and Salesforce Marketing Cloud to streamline data flow and improve efficiency.
- Introduced and customized scrum agile development using Jira, Confluence, and Github, guiding the team through seamless adoption for increased productivity.
- Architected and executed a new transactional messaging flow, integrating SAP, our recurring revenue platform (Zuora), and Commerce Cloud with Salesforce Sales and Service Cloud and Salesforce Order Management System, all linked to the Salesforce Marketing Cloud.
- Collaborated with stakeholders to provide technical guidance and support on Salesforce-centric marketing technology platforms, tools, and data.
- Ensured successful data wrangling and platform ownership to enable effective marketing campaigns and data-driven decision-making.
- Built personalized web applications for Marketing within the Salesforce ecosystem.

### **Principal Web Architect, CRM** (2019 – 2021)

Reported to the director of CRM. Collaborated with both the CRM and web teams, providing guidance, innovative solutions, POC development, and code reviews. Enabled and implemented seamless experiences and integrations between customer care, marketing, sales, and both BtoB and BtoC eCommerce.

- Designed and migrated internal customer and product dashboards to Salesforce, leveraging LWCs and Apex.
- Built REST API services in C# to provide data to Salesforce dashboards and Service Cloud, enabling data-driven decision-making.
- Project managed and implemented a third-party SaaS solution for our website store locator, leveraging data from Salesforce PRM and integrating it with the vendor through Boomi iPaaS.
- Led the project of implementing transactional emails from our recurring revenue platform using an event bus, integration platform (iPaaS), and transactional API integration with Marketing Cloud.
- Worked with developers to establish a consistent process for source control, automated deployments via CI/CD, and environments, enhancing development efficiency and stability.

### **Principal Web Architect, Sr. Manager Web Development** (2004 – 2019)

Reported to various leaders from the director of web to CIO. Managed entire internet, intranet, and extranet websites, applications, and platforms. Took ownership of all aspects of solutions, including web servers, application and data flow architecture, database schema, UI and UX, coding, code repositories, deployment, and customer interactions.

- Designed and built Sonos' first database in SQL Server, providing a framework for data collection and data-driven applications, including product configuration.
- Developed service oriented customer facing web applications that managed users personal data, preferences, and purchase and registration history.
- Created internal admin web applications and data dashboards to effectively manage applications and customer and product data.
- Developed an API to collect registration data and provide personalized data to Sonos products, enhancing user experiences.

- Engineered a firmware update application used across all Sonos products, scaling from zero to over one billion downloads..
- Successfully negotiated the contract and implemented Akamai CDN and KONA security to secure and optimize all external applications and websites. Renegotiated years later and saved the company 75% on costs (>\$1mm) while increasing performance.
- Developed the first customer-facing sonos.com website, including an authenticated account experience.
- Built a custom beta registration and onboarding application and website to streamline beta testing and gather valuable feedback.
- Developed a custom store locator system by creating a tailored application and database leveraging Google Map APIs to accurately pinpoint the nearest retail location via C# cached data and Linq geometry queries.
- Led the migration of all applications and websites from ColdFusion to C# and .NET web applications for enhanced performance and scalability.
- Designed and scaled out hosting while managing multiple data center moves for improved reliability and efficiency.
- Successfully transitioned to a service-oriented architecture with C# web API, enabling data provision to websites, internal tools, Salesforce, and applications interfacing directly with Sonos products utilizing an automated CI/CD process via github and Jenkins.

OPENWAVE SYSTEMS INC., Redwood City, CA

01/2001 – 03/2004

### **Manager Web Development and Principal Web Developer**

Technical Lead for web applications and websites on the marketing team.

- Designed, architected, and built an in-house content management system (CMS) capable of producing content and mini applications for any of the web sites (over eight template developers, more than 300 end users, over 3000 pages, and more than 40,000 page elements).

EPOCRATES, San Carlos, CA

12/1999 – 12/2000

### **Manager Web Operations and Web Architect**

ZDNET, San Francisco, CA

11/1997 – 12/1999

### **Web Technologist, Web Developer, and Web Production Specialist**

CONNOISSEURS CIGAR COMPANY, LLC, San Francisco, CA

05/1997 – 01/2000 concurrent

### **Chief Technology Officer and Cofounder**

## **FREELANCE AND VOLUNTEER WEB DEVELOPMENT**

Worked with various individuals and companies in both creating web presences and working on small web-based projects and creating corporate identities.

**Client List:** TAE, One Medical Group, SBMABL, Goleta Valley South Little League, Webby Awards, Frisco Graphics, Hour Hands, Model N, KCBS, MindSteps, Cutting Edge Strategies, California Dermatology Society, Objects Online, Dog & Pony Studio, 1000 ponies, Digital Arts & Sciences Corporation, Design Pacifica International, LLC, Santa Barbara Luxury Rentals, and meqm.org.

## **EDUCATION**

**Bachelor of Science**, Computer Science and Mathematics, minor: Graphic Design

LEWIS & CLARK COLLEGE, Portland, OR

## **INTERESTS AND HOBBIES**

Gardening and landscaping, home improvement, home AV, woodwork, architectural and transportation model building, real estate, investing, being a dad, coaching youth sports and competitive adult baseball.