

Christopher W. Southern

Phone: 203-613-3630, E-mail: chris@southern.vg,

Web: <https://southern.vg>, LinkedIn: <https://linkedin.com/in/southernvg>

Entrepreneurial C-level technical executive with twenty plus years of hands-on experience providing technical leadership in building web applications, mobile applications, e-commerce systems, and cloud system architecture for firms within Ad-tech/Martech, advertising revenue recovery, publishing, and education spaces. Proven ability to lead and motivate high-performance teams locally, remotely and outsourced.

Experience

Industry Index

Chief Technology Officer – October 2016 to Present

Ad-tech-focused research and content generation firm. Tracking actual tech usage within the Martech & Ad-tech ecosystem.

- Created the company's strategy for using technologies
- Designed and build a specialized probe to monitor how publishers and brands use Ad-tech/Martech
- Setup infrastructure, information security, and IT practices for the company
- Growing the engineering team in-house and outsourced.

Kept, LLC

Chief Technology Office/Co-founder – June 2013 to Present

Save Button for your Internet

- Created the company's technology strategy for technology
- Designed and built the RESTful API
- Designed and set up entire infrastructure, information security, and IT practices for the company
- Designed and built two mobile apps: iOS and Android
- Designed and built a chrome extension

BlockThrough

Head of Development – September 2018 to July 2019

World's first header bidding wrapper for the Adblocked Web. Helping publisher recover lost revenue to ad-blockers.

- Managed company strategy for using technologies and best practices
- Work with product and sales to set and manage priorities
- Coach teams on best practices and new technologies
- Worked with vendors to manage budgets

Cetera Technology

Chief Technology Officer – October 2015 to October 2016

Establish the company's technical vision and lead all aspects of the company's software development. Manage offshore development groups. Build teams across different countries (Lebanon & United States) and cultures.

Urban Planet Mobile

Chief Technology Officer – March 2015 to Aug 2015

Responsible for overseeing all technical aspects of the company.

Establish the company's technical vision and lead all aspects of the company's technological development.

HealthCourse Inc.

Director of Technology – June 2009 to March 2015

Manage a multi-state development team. Create and enhance new products for the company's SaaS product.

- Meet with customers to design and plan new products.
- Recruit, hire, train and supervise staff, or participate in staffing decisions.

- Over saw development of an e-learning content system (Moodle), content management system (Drupal), data warehousing (ETL), reporting systems, and two mobile applications (iPhone/Android).
- Created an XML-RPC API for platform integration for third party applications.
- Scale systems to handle growth with the Amazon AWS Cloud.
- Agile software development.

Random Research Group, LLC.

Founder/Director of Technology – July 2001 to June 2009

Develop e-commerce and client-server applications for clients using open-source technologies. In charge of all computer aspects, including software development, HTML web page development, web server maintenance (Apache/Linux), database design, security, networking and day to day management.

internet.com, Corp./Jupitermedia Corp.

Director of Technology – July 1999 to June 2001

Oversaw the development of web publishing and e-commerce projects. Managed the day-to-day maintenance of the existing 120 internet.com websites running on Solaris and Apache. Covered many technologies including PHP, Python, Perl, Java, C++, Oracle and MySQL.

Wall Street Research Net, LLC. (purchased by internet.com)

Founder/Co-founder – May 1995 to July 1999

Wall Street Research Net provided the Internet with on-line financial research. In charge of all computer aspects, including HTML web page development, web server maintenance, networking, Perl, C++ and Java application development and day-to-day management.

Education

Bachelor of Science in Computer Science (1997)

Rochester Institute of Technology

Skills

Languages

PHP, SQL (MySQL & Postgres), Go, JavaScript, Node.js, Swift, Objective C, Java

Communications

RESTful API, Protocol Buffers/gRPC (Protobuf), SOAP, OAuth

Frameworks

Laravel, React Native, React, Express, Yii, Bootstrap

Software Development/Deployment

Agile Development Environments, Scrum Framework, JIRA, GitHub, Bitbucket, TravisCI, Docker, Canary Releases, Staging / Production Environments

DevOps

AWS (S3, RDS, EC2, SQS, Lambda, Elasticsearch, ElasticCache, CloudFormation, ECS, ECR, Beanstalk, Route 53, VPC, API Gateway, Spot Instances Planning), CDNs (AWS CloudFront & Cloudflare), Docker, Google Cloud (Compute Engine, App Engine, Cloud SQL), IBM Cloud (Watson AI products to classify data)

Products

Hubspot, Google Analytics, Heap, Kissmetrics, Segment, Salesforce, Datadog, New Relic, SharpSpring, WordPress, Lightroom, Photoshop, Final Cut Pro

AdTech

DFP, AdSense, Google Tag Manager, OpenRTB, Prebid.js, GDPR, SSPs and DSPs, Exchanges, Content Security Policy (CSP), Facebook Ad Manager