

MARK ISHAM

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ENGINEERING EXECUTIVE | STARTUP FOUNDER | AI TRANSFORMATION LEADER

Battle tested hands-on engineering executive specializing in enterprise scale web analytics, global observability platforms, and Agentic AI workflows. Broad background ranging from hands on startup founder to engineering executive leading a global team of 150. Proven “get stuff done” serial entrepreneur playing key roles growing teams through 4 acquisitions and 1 IPO. Comfortable operating at multiple zoom levels, from hands-on engineering to fund raising/board meetings. Active Open Source [contributor](#) and AI transformation leader, just ask my [agent](#).

KEY ACCOMPLISHMENTS

- ◆ **Serial entrepreneur** that has played key roles in 5 company exits.
- ◆ **SVP of Engineering** at Fullstory, leading a global team of 150 engineers across multiple groups and disciplines, reporting directly to the CEO.
- ◆ **“Day 1” engineer** at ChannelAdvisor, helping it grow from “5 people and a dream” to a \$100M, 500 person publicly traded global company with offices around the world. (*NYSE: ECOM*)
- ◆ **Startup CoFounder & CEO** at Zoompf, wearing many hats including Sales, Marketing, Accounting, Legal and (most importantly) Development and Operations of the core products. Learned and learn to respect all the business functions that make SaaS businesses successful. Zoompf was acquired by Rigor in 2015, which in turn was acquired by Splunk in 2020, which in turn was acquired by Cisco in 2024. There’s always a bigger fish.
- ◆ **Executive level** experience managing development groups as large as 150 across 5 teams. Instrumental in introducing AI-driven cultural transformation at Fullstory. Represented engineering at all levels, from board meetings to executive team to design reviews with staff engineers.
- ◆ **Open Source Developer / Staying current** with my technical skills, with over 1200 [git commits](#) in 2025 while still evolving my leadership skills and expertise after 30 years. Intentionally took time off to dive deep into AI technologies and published multiple open source projects demonstrating AI agent orchestration workflows and best practices: <https://github.com/marktisham>
- ◆ **SaaS Enterprise** career focus with experience managing global, 24-7 enterprise web applications spanning hundreds of cloud based servers on multiple providers.
- ◆ **“Many hats”** throughout my startup experience including: developer, devops, QA, customer support, product manager, sales, sales development, content generator, marketing and accounting. I certainly suck at some, and am decently good at others. More importantly, though, this has given me perspective and humility when working across departments.
- ◆ **Atlanta Web Performance Meetup** Co-organizer 2013-2017, helped grow membership to ~1500 members. Frequently presented and helped host great keynotes from Netflix, Evernote, New Relic, Akamai and more.
- ◆ **Remote office lead:** moved to Atlanta in 2007 to facilitate a \$15M corporate acquisition and served as the on-site office lead for an office of 50 new employees. Held a key role in the assimilation of the new

team and product suite. Experience leading multi-site engineering teams in multiple time zones from this acquisition.

ABOUT ME

Who I Am

I'm a software developer to my core. I started coding when I was 8 on a TI-99/4a (and soon an Apple IIe), long before the Internet and it was "cool" to code. I didn't care, I loved it. I took independent programming classes in high school (the school had 1 computer), and went to Rensselaer Polytechnic Institute (RPI) with a computer science focus from the very beginning. I just knew. Throughout my career I've frequently tinkered with code on the side for the love of it. Early in my career I discovered I also had a knack for working with people, go figure. "Poof", a leader was born. Took time off to create the [LumosTrade OSS project](#) because I wanted to "learn AI by diving in deep" on a passion project.

I believe strongly that an effective leader must not only know their platform, but also their product and customers inside and out. I steer away from drama and believe level headedness is a virtue. I'm organized where it counts, but "let things go" where it doesn't. I challenge myself and my top performers to ask "why", and then "why" again. I play well with others, and like to think i think "out of the crate", but maybe we're all just living in a Matrix simulation anyway. I love having fun with my teams, but insist the right people are "on the bus".

Who I Am Not

I'm not religious about specific technologies or approaches, but I also understand the value in standards...where they make sense. I'm not a kiss-up, but I understand tact and audience. I don't blindly accept without understanding "why", and then "why" again. I'm not a game player or a sugar coater - I make my points with actions, and expect the same from my teams.

PROFESSIONAL EXPERIENCE

SABBATICAL / OPEN SOURCE DEVELOPMENT (MARCH 2025 - PRESENT)

Chief Executive Tinkerer - Atlanta, GA

After 30 years of running hard, I needed a break. I voluntarily left a great role at a great company to recharge my batteries and to dedicate hands-on-keyboard time to uplevel my AI skills. I never want to get stale, so I took time off to invest in myself.

In addition to several private projects, in February 2026 I launched [LumosTrade](#), an Open Source trading analysis platform written completely using AI tools, demonstrating sophisticated AI workflows. Running on GCP Vertex AI and using Agent Development Kit and MCP agent tools for Retrieval Augmented Generation (RAG) of LLMs with rich proprietary data (stock trading results). Built in 3 months as a self-dare to see if it was possible to create production-grade, maintainable software 100% using AI models. The result: heck yeah it is!

See my full portfolio of open source AI projects [here](#).

FULLSTORY — (January 2019 – March 2025)

SVP of Engineering - May 2017 to January 2019, Atlanta, GA

Head of Engineering at FullStory, where I was humbled to work with lighthearted badassess solving hard problems at scale.

- **Team size:** 125 engineers across 15 teams
- **Owned:** Product Engineering, Cloud Infrastructure/DevOps, Security GRC, Corp IT Ops
- **Zoom Level:** operated from board level/executive team to detailed design meetings
- **AI Transformation:** led ground zero cultural shift (github copilot, anythingLLM, LLM PR reviews, etc) less than 6 months after ChatGPT launch

- **Highlights:**

- 30% reduction in unit COGS over 6 months
- Regularly hit 99.99+% global platform availability
- Mature CI/CD pipeline (automated rollbacks, canaries, 100% terraform, multi-region)
- 24/7 incident monitoring/response operations
- Weekly DevEx/SLA/metrics monitoring/escalation culture

VP of Engineering - May 2020 to May 2023, Atlanta, GA

Led Product Engineering group (~50 engineers/6 teams) through hyper growth, layoffs, and more hyper growth. Helped grow company revenue 5x during this phase.

Director of Engineering - May 2019 to May 2020, Atlanta, GA

Led the Web Capture team, responsible for the “crown jewel” mission critical code for Fullstory: it’s client side capture script running embedded on tens of thousands of websites. Mission critical doesn’t do it justice: one slopping mistake and a broad swath of the Internet goes down. Not on my watch.

RIGOR — (January 2013 – January 2019)

Rigor helps enterprise websites and APIs manage their digital experience lifecycle from development through production operations. Rigor’s global network of 23 synthetic performance monitoring agents provide critical, actionable data to its customers to maximize the speed and availability of their online services. With the acquisition of Zoompf in 2015, the Rigor Optimization product takes the analysis one step further by analyzing the root causes of slow performance, providing detailed remediation insights to fix performance problems before they are deployed to production.

VP of Engineering - May 2017 to January 2019, Atlanta, GA

In May of 2017 I was promoted to VP of Engineering at Rigor, reporting directly to the CEO. In this role, I assumed final ownership of all engineering activities at Rigor, including product development, testing and cloud operations across Rigor’s global 24/7 presence in 23 regions.

Key Results:

- ◆ **Transformed team culture** from small startup “hack it out” mentality to a well oiled, disciplined and cost conscious team with a structured approach to planning, testing, deploying and maintaining our global network.
- ◆ **Cut hosting spend in half:** Reduced overall hosting spend in half while business doubled in size. Overall hosting COGS percentage dropped from 29% to 15.6% of revenue in just 9 months, all while the business continued to grow. Established a lean culture on the team where cost effectiveness is now a regular part of all design discussions.
- ◆ **Improved support turnaround:** Implemented structured on call program that massively reduced average support ticket turnaround time from 2 weeks to < 1 day.
- ◆ **Overhauled SDLC:** Improved quality and velocity of team by migrating away from “Agile Waterfall ScrumBan” to disciplined Kanban with daily standups, jira issue tracking, clear backlog with priorities and fully integrated Product Owner involvement.
- ◆ **Established infrastructure backlog** with the team and facilitated delivery of core long term improvements to the platform including AWS autoscaling, moving several key components to Docker, upgrading Ruby on Rails code from a 7 year old version, implementing Postgres table partitioning, and much more - all while continuing to deliver regular product wins to the sales team.

Director of Engineering, Rigor Optimization - October 2015 to May 2017, Atlanta, GA

With the acquisition of Zoompf in 2015, I worked closely with the existing Rigor team to integrate all aspects of the Zoompf company (product, customers, legal, etc.) into the Rigor corporation within 3

months of the merger closing. For the next year I primarily worked as a hands-on developer supporting the Zoompf product (renamed Rigor Optimization).

Key Results:

- ◆ **Sole developer** extending and supporting Rigor Optimization, an extremely profitable product that made over \$1M in yearly revenue for Rigor, with a yearly hosting cost of less than \$20k.
- ◆ **Rigor API:** Created and launched RESTful [Rigor Optimization API](#) with swagger based documentation. Instilled a microservices architecture approach to future development. Created and maintained over 300 automated test scenarios using Fitnesse.
- ◆ **Sales Prospecting Tool:** Created an internally used sales prospecting tool in ASP.Net MVC that quickly became mission critical to a team of 10 SDRs.
- ◆ **Salesforce Connector:** Create an internal tool to synchronize key Rigor product usage details into Salesforce using Salesforce API.
- ◆ **Launched Content Explorer:** Using D3 library, created an interactive animated view of website content dependencies.

Zoompf — (January 2013 – October 2015)

Zoompf helps enterprise websites find and fix the root causes of front end performance defects. Faster websites lead to increased conversions, reduction in shopping cart abandonment, and improvements to search ranking. Zoompf was acquired by Rigor in 2015.

Co-founder and CEO - 2013 to 2015, Atlanta, GA

Joined as co-founder and chief executive officer in 2013. Wore many hats during my tenure, including sales, marketing, fundraising, accounting, and core development work on the primary product. Bootstrapped and self-funded, this venture gave me incredible insight into how the business world really works.

Key Results:

- ◆ **Created Product:** With my cofounder, we built an entire web SaaS full stack product from scratch. My focus was primarily the web application itself (built in ASP.Net MVC), but I touched all areas of the system. My cofounder focused on lead generation and the initial backend systems. The Zoompf product was hosted on Amazon AWS and maintained a very high profit margin at time of acquisition.
- ◆ **Expanded the Team:** Hired and managed a team of 5 to support core company operations.
- ◆ **Sales and Prospecting:** Helped grow revenue to 6 figures with 20+ enterprise customers, including CNN and Airbnb, all while performing primary development of the product.
- ◆ **Marketing:** Built and maintained a wordpress hosted marketing site. Created [blog content](#), co-organized and grew local [web performance meetup](#) to over 1500 members, presented at multiple events.
- ◆ **Fundraising and acquisition:** Pitched the Zoompf story to at least 10 angel investors and ultimately led the team to acquisition by Rigor in 2015, 3 years after joining.

CHANNELADVISOR — (July 2001 – January 2013)

The leading multi-channel e-commerce platform facilitating over \$3B of yearly sales on behalf of 3000+ retailers across numerous A-List e-commerce channels such as eBay, Amazon, Buy.Com, Magento, Sears and Walmart and through ad-based offerings on Google AdWords, Facebook and comparison shopping sites

such as Shopping.com. I worked with ChannelAdvisor since its inception and through its entire growth until 2013. ChannelAdvisor was listed on the NYSE as ECOM in 2013.

Sr. Development Manager, Platform - 2010 to 2013, Atlanta, GA

Senior engineering leadership role overseeing the Reliability, Scalability and Availability of ChannelAdvisor's core Inventory, UI, API, and Database platforms. Remotely manage 3 teams based out of Raleigh HQ from my Atlanta home office.

Key Results:

- ◆ **Database Rearchitecture:** Led a significant, year long cross-team architectural effort to completely overhaul how all customer data is stored on an enterprise scale Microsoft SQL Server infrastructure (18 beefy database servers) to allow for online rebalancing of customer load levels with minimal downtime. Estimated cost reductions of \$1M+ in the first year alone.
- ◆ **Platform Rearchitecture:** Led effort to implement MapReduce system to significantly decrease processing time of massive daily product feed files through massive parallelism and redundancy. Processing time dropped by 60% in some cases.
- ◆ **User Interface Translation:** Adopted Smartling content translation layer for 1000+ application user interface pages ahead of schedule and under budget, allowing for translation of our product for sale in foreign markets, significantly increasing anticipated revenues.
- ◆ **REST API:** Launched an external developer program effort based on RESTful APIs, including token based developer level security and per-method throttling. All with only 2 people.
- ◆ **Cloud Strategy:** Formulated, presented, and began execution on a cloud strategy to migrate core inventory product data platform from in-house datacenter Microsoft SQL Server platform to external Amazon AWS hosted platform based on MongoDB and Hadoop. A significant undertaking, with executive level buy-in as a result of my proposals.

Atlanta Office Lead and Sr. Development Manager, Marketplaces - 2007 to 2010, Atlanta, GA

Moved to Atlanta to oversee acquisition of competitor, Marketworks.com, and support seamless cultural and product assimilation. Assumed remote management responsibilities for developers based in Atlanta, Raleigh, Washington DC, Boston, Ireland and Russia. Was involved in hiring and layoffs and office-wide management considerations as part of this effort.

Key Results:

- ◆ **Office Lead:** Assumed on-site office lead position across sales, marketing, services and engineering groups incorporated into ChannelAdvisor as part of the acquisition. Managed hiring and layoffs and an eventual shutdown of the physical office in favor of 100% work from home. Gained significant experience managing distributed, remote teams.
- ◆ **Marketplaces Lead:** Led team to implement new technical integration with Amazon Seller Central marketplace. Within 6 months this became the #2 best selling product in the company (and #1 shortly after my departure from ChannelAdvisor).

Director of Product Development - 2005 to 2007, Raleigh, NC

Director level product development leader with 5 functionally-aligned product development managers reporting into me, spanning an organization of 40+ developers. Had "Final say" authority on product development technical decisions and direction across all teams.

Key Results:

- ◆ **Executive Liaison:** Regularly reported into C-Level executives to represent the needs and direction of the development organization. Also served as a functional representative to other director-level managers.
- ◆ **Agile Adoption:** Championed and orchestrated company transition of software development methodology from Waterfall to Agile/Scrum, well recognized now internally as a “great move”.
- ◆ **Adopted Numerous Best Practices:** Utilized my newly created role as director to help push forward numerous much-needed development best practices given our current stage of growth, including Continuous Integration builds (CruiseControl), integrated testing automation suites (NUnit, FitNesse, WatiN), user interface style and design guidelines, coding “standards” document, introduction of Crucible code reviews, migration of source control to Subversion, standardized monitoring via Zabbix, and a new defect tracking system via Jira.

Development Team Leader, Transaction Services - 2001 to 2005, Raleigh, NC

Hands-on team development leader of our transaction services team, where I helped build much of the core infrastructure that has helped ChannelAdvisor scale from 0 to 3000 customers across 400+ production servers.

Key Results:

- ◆ **Created Orders System:** Architected and helped build the core Orders platform for ChannelAdvisor, including database schema, checkout payment processing, order fulfillment reports, and shipping tracking integration. Primarily Microsoft stack technologies, MS SQL Server, VB/C++/COM and later .Net, IIS classic ASP and later ASP.net.
- ◆ **Created Auction Platform:** Assisted in development of core auction platform utilized for eBay channel integration. Architecture considerations included multi-server database hashing and generic MSMQ based “services” architecture to scale workload across dozens of application servers in a highly available configuration.

PROFESSIONAL EXPERIENCE (CONTINUED)

AUCTIONROVER.COM — (July 1999 – June 2001)

Auction listing comparison portal site created to search auction listings across multiple competing auction marketplaces. Business focus later adapted to seller listing tools, which was then acquired by GoTo.com, and then spun off again as ChannelAdvisor.

Senior Software Engineer, Team Leader - 1999 – 2001, Raleigh, NC

“Day One” employee who helped build auction portal site under tight budgets and “bet the company” timelines. Wore many different hats during this era, including developer, architect, tester, MIS support, and sales engineer. Our work was later valued by an acquisition from Goto.com (later called Overture, then purchased by Yahoo) in 2001.

Key Results:

- ◆ **Created Auction Search Portal:** Built, with the help of 3 other developers, a fully functional auction search portal site in 3 months for demonstration in tradeshow. Many of the design principles and some of the code from this effort are still in production deployment today.

STINGRAY SOFTWARE — (February 1997 – July 1999)

A Microsoft Developer Tools provider specializing in reusable user interface class libraries to simplify the development of Windows form based applications using Visual C++. Stingray Software was acquired by Rogue Wave Software in 1998, and soon thereafter the founders of Stingray Software went on to start AuctionRover.com, recruiting me as a “day one” employee.

Software Engineer, Team Leader, 1997 – 1999, Raleigh, NC

Team leader for “Objective Toolkit” product, the company’s #1 selling product providing reusable user interface class libraries providing capabilities such as advanced tab controls, tree controls, floating toolbars, “docking” windows, layout managers, panning and zooming controls, and more.

Key Results:

- ◆ **Startup Experience:** Learned key self-starting lessons as “employee 15” of a bootstrapped startup. Developed my passion for working hard on tough problems with smart people. Gained early experience managing small teams.

IBM — Raleigh, NC (June 1995 – February 1997)

Worked in the Networking Software Division (later to become the “Internet” division at the time) of IBM’s large RTP, NC facility.

Software Engineer, 1995-1997, Raleigh, NC

Worked on a team developing IBM’s “Internet Connection for Windows” dial-up Internet consumer product aimed at competing with Compuserve and AOL consumer online market offerings.

Key Results:

- ◆ Proposed and implemented an “Archie” search application on my own time which was later packaged into the product.
- ◆ Developed a print server redirector over this newfangled “tcp/ip” protocol at the time.

EDUCATION

RENSELAER POLYTECHNIC INSTITUTE — Troy, NY

Bachelor of Science (BS) in Computer Science (Cum Laude), 1995

Minors: Electrical Engineering, Psychology

Co-Op Experience

- **IBM** – Raleigh, NC (June 1994-December 1994). Software Developer working on Internet Connection for Windows Internet dial-up consumer product
- **Bell Northern Research (Northern Telecom)** – Richardson, TX (June 1993-December 1993). Software Developer working on GSM wireless platform offering

MY TIDBITS

- *Amateur Homebrewer and craft beer lover*
- *Born and raised in Massachusetts*
- *Avid Civilization VI player*
- *Sci Fi lover (Dune, The Expanse)*
- *Started coding when I was 8*
- *Proud father of 2 super cute little girls*