

# ROB PARKER

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## SUMMARY

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Technology executive with 25+ years of engineering experience, including 10+ years in senior leadership roles at B2B SaaS companies, architecting scalable products and building high-performance distributed development teams. Most recently built and led SugarCRM's multi-tenant AI platform on AWS Bedrock, directing distributed teams across AI/ML, Data Platform, and Identity Management. Track record of scaling engineering organizations while delivering measurable outcomes: 350% increase in system throughput, 25% cost reduction, and 20% increase in developer velocity through AI enablement to scale toward agentic development workflows. Prior experience as CTO at Salesfusion, led the technical track of acquisition by SugarCRM. Targeting Director or VP of Engineering roles at AI-forward companies.

## EXPERIENCE

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### Senior Director of Engineering

#### SugarCRM

January 2021 – March 2026 | Atlanta, GA

- Led AI-native platform engineering and data science teams for \$100M+ SaaS CRM company (500 employees), managing a global organization of 26 engineers through 5 managers.
- Led the design and delivery of a multi-tenant AI platform on AWS Bedrock through beta release, encompassing RAG pipelines, agent orchestration, prompt management, and LLM observability across the SugarCRM product suite.
- Built a three-tier AI adoption framework and drove GitHub Copilot deployment across the engineering organization, delivering a measured 20% increase in developer velocity; established evaluation and governance infrastructure for expanded GAI tooling to scale toward agentic workflows.
- Led modernization from monolithic .NET to containerized Python microservices and AWS serverless architecture (ECS, Lambda, Step Functions), increasing system throughput by 350% while reducing infrastructure costs by 25%.
- Delivered complex, multi-team product roadmaps on time and within budget, driving 17+ major releases annually with less than 10% sprint variance and 5% carryover.
- Scaled global engineering organization by 150%, with 90% retention; mentored 8 engineers into senior/staff roles and promoted 3 to engineering manager positions.
- Implemented quality-first engineering with automated testing frameworks (Cypress, Virtuoso, PyTest) achieving 90% code coverage across critical platform components.
- Drove platform integration strategy unifying disparate systems into cohesive CRM ecosystem, supporting a 25% improvement in customer retention metrics.
- Managed \$2M annual engineering budget and P&L responsibility for platform infrastructure, optimizing cloud spend and vendor contracts.

### Director of Engineering

#### SugarCRM

May 2019 – January 2021 | Atlanta, GA

- Transitioned directly from CTO of acquired Salesfusion into this role to lead the full technology integration, owning the roadmap for a 12-person engineering team and 300+ B2B customer accounts.
- Migrated the Salesfusion platform to SugarCRM infrastructure within 6 months, unifying code repositories, CI/CD pipelines, and deployment processes across both organizations, achieving 100% of integration milestones on schedule.
- Maintained product velocity and team stability throughout the acquisition, achieving 92% employee retention during the transition.

### Chief Technology Officer

#### Salesfusion

January 2019 – May 2019 | Atlanta, GA

- Served as CTO through SugarCRM's acquisition of Salesfusion; led the full technical track of the transaction, defining the organization integration strategy and technical roadmap. Completed org integration on schedule in 12 weeks with zero customer churn.
- Built and executed technical roadmap for platform scalability, security hardening, and performance improvements, achieving SOC 2 Type II and ISO 27001 certification, significantly improving platform

response times, and maintaining 99.95% uptime SLA.

- Managed 12-person engineering team across frontend (Angular), backend (Python), and DevOps disciplines.

## **Director of Engineering / Lead Software Engineer**

### **Salesfusion**

November 2015 – January 2019 | Atlanta, GA

- Advanced from Lead Software Engineer to Director of Engineering, demonstrating strong technical and leadership capabilities.
- Established development methodologies (Agile/Scrum), code quality standards (80% test coverage), and technical best practices, improving deployment frequency from quarterly to bi-weekly.
- Architected marketing automation features processing 2M+ emails daily.

## **EARLIER EXPERIENCE**

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### **Senior Software Engineer / Technical Team Lead — athenahealth (2015)**

Led re-platforming of an acquired EHR system with 50,000+ users to private cloud, improving deployment frequency from monthly to weekly and reducing MTTR from 4 hours to 45 minutes.

### **Software Architect / Systems Team Lead — M2SYS Technology**

Architected an enterprise biometric identity platform scaled to 80M+ records, supporting fingerprint, iris, and vascular recognition across healthcare and government organizations with 99.99% availability.

### **Senior Software Engineer — Qcept Technologies**

Designed semiconductor metrology software for sub-100nm wafer defect detection, improving inspection throughput and significantly reducing false positive rates.

### **Senior Software Engineer — Cisco Systems**

Built embedded middleware for multi-tuner set-top boxes managing 6 concurrent HD streams across 2M+ deployed cable operator devices.

## **EDUCATION**

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**Master of Science, Computer Science** — Georgia Institute of Technology

**Bachelor of Science, Computer Information Systems** — Clemson University

## **SKILLS**

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**AI & Platform:** AWS Bedrock, RAG Pipeline Design, LLM Evaluation, Agentic Frameworks (LangGraph, CrewAI), Multi-Tenant SaaS Platforms, AI Observability & Cost Governance, Prompt Management

**Cloud & Architecture:** Cloud-Native Architecture, Microservices, Serverless Computing, AWS (ECS, Lambda, Step Functions, DynamoDB), DevOps & CI/CD, Site Reliability Engineering, Performance Optimization

**Engineering Leadership:** Executive Engineering Leadership, Team Scaling & Retention, Technical Mentorship, Strategic Planning, Cross-Functional Collaboration, Stakeholder Management, Change Management, M&A Technical Due Diligence, Budget & P&L Management

**Development:** Roadmap Planning & Execution, Product Delivery, Automated Testing (Cypress, Virtuoso, PyTest), API & Systems Integration, Data Engineering & ETL Pipelines, Agile & Scrum Methodologies