Justin Coleman

Director of Technical Engineering | Customer Engineering & Architecture

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PROFESSIONAL SUMMARY

Hands-on technical engineering leader with 15+ years in enterprise architecture, customer engineering and production operations. Develops engineering teams, evaluates technical risk and remains directly involved in complex architecture and service recovery.

CAREER HIGHLIGHTS

- **Engineering leadership:** Advanced through five roles in five years at SeaChange to director-level leadership, directing seven customer engineers responsible for 40+ enterprise customers.
- **Cloud modernization and efficiency:** Led GCI's 300,000-subscriber AWS migration and stabilization, then reduced frontend server count from 13 to 10 to control recurring infrastructure costs.
- **Technical team development:** Created Linux diagnostic playbooks and trained Frontier headend technicians to resolve recurring issues independently, reducing late-night escalation calls by an estimated 20-30%.

TECHNICAL SKILLS

Technical leadership: Team development, hiring, staffing, technical coaching, escalation management, resource allocation, executive communication.

Architecture & delivery: Design validation, technical discovery, POCs, BOMs, SOWs, capacity planning, migration, production cutover, cross-functional delivery.

Infrastructure: AWS EC2, VPC, IAM, S3, CloudWatch, Linux, Windows Server, VMware, Hyper-V, Docker, LAN/WAN, EMC/Isilon.

Integration & reliability: Bash, PowerShell, REST/SOAP APIs, SQL/PostgreSQL, JSON/XML, Nagios, Zabbix, SNMP, root cause analysis.

PROFESSIONAL EXPERIENCE

Sencore

May 2024 - Aug 2026

Solutions Architect — Oct 2025 - Aug 2026

- Evaluated enterprise designs for $250K-$3M opportunities, identifying system capacity, interoperability and deployment risks before proposals and customer commitments.
- Developed a capacity model for a proposed 210-market acquisition network feeding four data centers, incorporating expansion capacity and installation partners into the formal turnkey quote.

Strategic Account Manager — May 2024 - Sep 2025

- Managed approximately $3M in strategic-account pipeline, combining technical validation with commercial scoping to align proposals with customer requirements.
- Won INDYCAR's modernization business by validating encoder hardware in live-event use and developing a system design supporting up to 64 HD-SDI feeds.

PROFESSIONAL EXPERIENCE (CONTINUED)

SeaChange International

May 2019 - May 2024

Advanced from senior customer support engineer to director through five roles in five years.

Director, Special Projects Dec 2023 - May 2024

- Led high-risk technical projects and critical production escalations outside the standard delivery model, coordinating Product, Development, Support and Delivery to validate solutions and restore service.

Director - North America Operations & Delivery Apr 2023 - Dec 2023

- Directed staffing, engineering development, deployment schedules and incident response for seven customer engineers serving 40+ enterprise customers while remaining involved in critical technical decisions.
- Identified redundant channel configuration steps for operators managing hundreds of channels and worked with product engineering to simplify workflows in subsequent commercial releases.

Manager - North America Operations & Delivery (NAM-II) Feb 2022 - Apr 2023

- Improved on-call coverage and developed Windows-focused engineers' Linux and AWS skills, preparing the team to support the transition from on-premises systems to cloud services.

Principal Customer Engineer Mar 2021 - Feb 2022

- Designed and deployed customer environments spanning AWS, Linux, Windows, networking, APIs, databases and storage, including extended onsite engineering in Alaska.
- Developed Bash and REST API tooling to migrate data between incompatible platforms, working with a database specialist on field mapping; personally executed GCI's production data migration.
- Diagnosed application scaling limits after GCI's AWS cutover and helped restore service stability in about 24 hours. Reduced frontend servers from 13 to 10 after demand stabilized.

Senior Customer Support Engineer May 2019 - Mar 2021

- Investigated critical failures across applications, operating systems, databases and networks; coached engineers on diagnostic methods for Linux and AWS environments.

Frontier Communications

Jan 2010 - Jan 2019

IT Architect Jan 2015 - Jan 2019

- Designed infrastructure spanning 300+ physical processing systems across multiple data centers and created Linux troubleshooting playbooks to help field technicians resolve recurring issues independently.
- Co-designed an AWS pipeline using S3, Snowball, Direct Connect and Elemental; wrote automation to transcode and convert metadata for 50,000+ assets without buying a permanent transcoder farm.
- Established advertising monetization capabilities for free on-demand video through a cross-vendor integration of content management, ad delivery and real-time transcoding.

Operations Team Lead Jan 2010 - Jan 2015

- Led a seven-person operations team supporting hundreds of Windows and Linux servers and 24x7 production services across three geographic regions.

CERTIFICATIONS

Microsoft MCSE / MCSA / MCP • CompTIA Server+ / A+ • Microsoft Applied Skills: Developing Agents in Microsoft Foundry (2026) • Certified Widevine Implementation Partner, Google (2022)