Justin Coleman

Senior Solutions Architect | Broadcast, Streaming & Media Infrastructure

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PROFESSIONAL SUMMARY

Media solutions architect with 15+ years designing and deploying broadcast, streaming and telecommunications systems. Combines live signal-flow design and IP transport with cloud infrastructure, media automation and production engineering.

CAREER HIGHLIGHTS

- **Nationwide broadcast design:** Designed and formally quoted an over-the-air signal acquisition and IP backhaul network covering 210 television markets and four data centers.
- **Live sports modernization:** Won INDYCAR's encoding modernization business through field validation and a three-system design supporting up to 64 HD-SDI feeds for IP and QAM distribution.
- **Cloud streaming migration:** Developed migration automation for GCI's 300,000-subscriber platform and helped stabilize production within about 24 hours of its AWS cutover.
- **Petabyte-scale media processing:** Co-designed an AWS pipeline for a 2.5 PB source library, writing automation to process 50,000+ assets without permanent transcoding hardware.

TECHNICAL SKILLS

Broadcast & transport: SMPTE ST 2110, SDI/HD-SDI, IP video, SRT, RIST, Zixi, RF/QAM, multicast, H.264/HEVC, encoding, decoding, transcoding.

Streaming & delivery: IPTV, OTT, AVOD/VOD, HLS, DASH, DRM/Widevine, CDN, AWS Elemental, S3, Snowball, Direct Connect.

Cloud & systems: AWS EC2, VPC, IAM, CloudWatch; Linux, Windows Server, VMware, Hyper-V, Docker, LAN/WAN, EMC/Isilon.

Integration & reliability: Bash, PowerShell, REST/SOAP APIs, JSON/XML, SQL/PostgreSQL, SNMP, Nagios, Zabbix, capacity planning, RCA.

PROFESSIONAL EXPERIENCE

Sencore

May 2024 - Aug 2026

Solutions Architect — Oct 2025 - Aug 2026

- Designed broadcast and streaming systems for $250K-$3M enterprise opportunities, validating ST 2110, SDI/IP signal flows, H.264/HEVC processing and interoperability before quoting.
- Built a sizing calculator for the proposed national acquisition network to determine chassis and card quantities from variable channel counts, reserve capacity for expansion and incorporate third-party installation.

Strategic Account Manager — May 2024 - Sep 2025

- Managed approximately $3M in active pipeline across broadcast and telecommunications accounts, combining technical discovery, demonstrations and system proposals.
- Validated OmniHub encoders in INDYCAR's live-event environment and introduced QAM distribution for race-team carts; the successful trial led to additional chassis and card orders.

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 complex customer initiatives outside the standard delivery model, including proofs of concept for immersive live events and a new sports streaming platform. Coordinated engineering teams to resolve critical production issues.

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

- Directed a seven-person Customer Engineering team responsible for deployments, upgrades and critical incidents across 40+ enterprise customers and 24x7 production services.
- Deployed Popcornflix's advertising, ingestion and streaming services, resolved a Roku ad integration blocker through controlled testing and coordinated app releases for a launch in about three months.

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

- Improved on-call coverage and trained Windows-focused engineers to support Linux and AWS as SeaChange expanded its cloud-based 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

- Diagnosed critical production failures in applications, databases and network infrastructure using logs, SQL and configuration testing.

Frontier Communications

Jan 2010 - Jan 2019

IT Architect Jan 2015 - Jan 2019

- Designed multi-data-center video infrastructure supporting 300+ live channels on 300+ physical processing systems, with centralized orchestration, networking, storage and monitoring.
- 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.
- Enabled advertising monetization of free on-demand video by connecting SeaChange, VAST, Google Ad Manager, Comcast Media and real-time Elemental 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

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