

Marc J. Pope

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PROFESSIONAL SUMMARY

Technology leader with 30+ years of experience modernizing environments, improving operational efficiency, and transforming legacy platforms into scalable, automated systems. I lead infrastructure, cloud, and platform engineering functions with a focus on security, resilience, and leverage — using automation and applied AI to eliminate waste and accelerate delivery. I guide teams and leadership through modernization without chaos, align technology to business outcomes, and turn infrastructure into a strategic platform instead of a cost center. My strength isn't just building — it's setting direction, prioritizing the highest-impact investments, and designing systems and processes that compound over time.

SKILLS

- Technical GTM Leadership
- Executive Stakeholder Alignment
- Vendor & OEM Negotiation
- Capital Planning & Lifecycle Management
- Platform Product Management
- Roadmap Prioritization & Investment Planning
- Agile Product Leadership
- Funnel Optimization & Conversion Engineering
- Platform Architecture
- Cloud Infrastructure
- Data Center Strategy
- Distributed Systems
- Modernization & Transformation
- AI-Assisted Automation
- Observability & Telemetry
- FinOps & Cost Optimization
- Security & Zero-Trust Strategy
- High-Availability & Resilience Engineering
- Multi-Site DR & Business Continuity
- DevOps & Infrastructure as Code (IaC)
- API Platform Architecture
- Workflow Automation

WORK HISTORY

SR SOLUTION ENGINEER, ENTERPRISE SALES

06/2022 – Present

Summit (formerly Deft/Server Central) | Chicago, IL (Remote)

Lead technical strategy for enterprise cloud and data center opportunities, advising clients on modern platform architecture, resiliency, cost optimization, and operational efficiency. I engage early with executive stakeholders and engineering leaders to model better ways to run infrastructure — not just sell hardware — and guide them toward designs that reduce complexity, automate repeatable work, and improve long-term run-rate outcomes. Partner deeply with OEMs, MSPs, and data center providers to assemble scalable architectures rather than point products, ensuring customers adopt platforms with strong observability, automation, and lifecycle management built in from day one.

? *80.6% close rate in Q3 2025 — highest performance in the SE organization*

? *Act as a force-multiplier for the sales org by educating AMs / SEs on platform thinking, vendor alignment, and modernization strategy*

OWNER / FOUNDER

01/2009 – 06/2022

Falcon Internet | Greensboro, NC

Built and led a vertically-owned hosting / cloud platform company operating our own physical data center footprint — spanning infrastructure, networking, compute, storage, security, and customer workloads. Owned the complete technology strategy and execution, overseeing automation-first systems design, product architecture, engineering leadership, vendor negotiation, capital planning, security controls, and customer delivery. Invented, architected, and deployed high-value, data-driven web + mobile applications with a focus on workflow automation, replacing manual processes with intelligent digital systems that increased throughput, accuracy, and margin. End-to-end responsibility for platform reliability, scalability, uptime, and innovation — effectively acting as CTO + VP of Engineering + Head of Platform simultaneously. This role required full-spectrum command across infrastructure, distributed systems, product, and business strategy — skills I now leverage toward AI-assisted automation at scale.

- ? *Built and operated high-availability hosting across our own data center footprint (servers, power, cooling, redundant transit, BGP, storage, security)*
- ? *Led engineering, product design, hiring, vendor evaluation, pricing, and customer success*
- ? *Hands-on with infrastructure, APIs, security, orchestration, monitoring, and observability*
- ? *Negotiated all carrier, colocation, hardware, software licensing, maintenance, and capital procurement*

SENIOR PRODUCT MANAGER

06/2006 – 01/2009

WebVestments | Las Vegas, NV (Remote)

Led product strategy, GTM, and lifecycle for a portfolio of six high-traffic SaaS and digital service properties across data recovery, real-time multi-currency payments, web analytics, and SEO automation. Owned full product conception ? execution: market research, requirements, UI/UX, visual design, pricing, conversion funnels, and growth initiatives. Directed globally distributed engineering teams across multiple countries using Agile/Scrum, driving clarity through storyboards, prototypes, and tight user flows. Managed paid acquisition including Google Ads and direct placement media buys across major technology sites, optimizing CAC, CTR, and conversion funnels through continuous iteration.

Partnered weekly with C-suite and investors on roadmap, forecasting, financial modeling, and prioritization decisions.

- ? *Grew annual revenue >1,000% to ~\$50M ARR during tenure — directly tied to product-led growth, funnel optimization, and conversion engineering across the portfolio.*
- ? *Improved Advertising ROI by 5x using a variety of CTA techniques, A/B split testing and email marketing*

DIRECTOR OF WEB DEVELOPMENT & INFRASTRUCTURE

09/2003 – 10/2006

Physicians Pharmaceuticals | Kernersville, NC

Built and led the Web Technology and Infrastructure function for a \$100M direct-to-consumer nutraceutical brand processing 1,200+ e-commerce orders per day. Directed development of a proprietary blended CRM/ERP system for sales, fulfillment, billing, and customer lifecycle management — integrating call center operations, warehouse systems, payment gateways, and campaign tracking. Re-architected the e-commerce platform with a deep emphasis on speed, funnel optimization, and cart conversion.

Owned infrastructure strategy across ~120 employees including call center, corporate offices, and external sales roles — Windows/Linux servers, networking, storage, VoIP, security controls, and backup/DR — implementing high-availability practices and internal SLAs before that language was mainstream. Authored business cases and capex justification for major IT initiatives including an in-house datacenter build, hardware modernization, and security modernization.

Partnered directly with executive leadership, marketing, compliance, and finance to prioritize

roadmap, validate ROI, and drive continuous conversion improvement across the digital revenue engine.

? *Designed and engineered an in-house credit-card processing platform that reduced stale/abandoned orders, increased same-session approval rates, and eliminated external processor fees — yielding ~\$1.2M annual savings and a meaningful uplift in daily order throughput.*

EDUCATION

Paradise Valley College, Phoenix, Arizona

1988 – 1990

Computer Programming & Graphic Design

VOLUNTEER WORK

The Arts Based School

2025 – Present

Member, Board of Directors. Marketing Committee Chair, IT Consultant.

Forsyth Humane Society & Stepping Stones Canine Rescue

2013 – Present

Fostered over 300 dogs (and some kittens) to adoption. Assisted with special events and programs. Photography of over 1000 animals for adoption profiles.