

# Scott Kerfoot

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Details & References at <http://www.linkedin.com/in/scottker>

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**75 second Story:** Started developing software in **high school** because software changes the world making people productive, efficient and giving businesses a competitive advantage. College Computer Science seemed logical. As a **USC CS sophomore**, built the first apparel manufacturing industry PC software system as a summer job. After growing that business working part time for 2 years, senior year brought the formation of a **startup consulting business**. Consulting for Johnson & Johnson building core systems during my senior year. By senior years end an opportunity arose to take over my old manufacturing customers. Over the next decade, that **manufacturing ISV business** grew from 15 customers to as many as 300 WW concurrent contracts. The technology grew to include CRM, finance, manufacturing, and sales tooling in over 2mil lines of code on Unix and Windows. After many new products cycles every 18 months, with monthly updates and Software as a Service functionality, Y2K was a good time to sell the business. The business still exists today. After a quick foray into Linux web hosting, an awesome **opportunity to join Microsoft** was the next step. Initially hired as a Windows Server, Exchange, Active Directory and SharePoint systems engineer. After 18 months selection as one of the first WW resources in the new Developer and Platform Evangelism group (Now DX). The next 11 years included launching .NET and later Azure & associated technologies into the market, winning many new customers for Microsoft. Yes, infrastructure and appdev are competencies. Leadership the last 7 years created opportunities shaping and growing that small organization to >2,000 WW resources. Hard work garnered involvement in multiple cycles of High Potential **leadership training**, receiving WW Architect and later US manager of the year honors. After 13 years at Microsoft, a great opportunity to broaden **leadership experiences as the COO & Practice Lead** of a consulting company leading HR, Sales, Data, Dev, PM, design and marketing businesses while implementing processes needed for stability and growth. In 18 months the company grew by 50% while, more importantly, increasing customer and employee satisfaction. Implementing a **SCRUM** based consulting process was a great benefit. Designed, Constructed and Built a co-working space. Once that business was in great shape, Kognitive Ting was created and IoT and associated platform consulting were the next adventure. If my career says anything, I'm a **voracious learning high performance builder looking for a challenge**. I love building organizations, people, products, technologies, and ecosystems. From a technology perspective, like any good architect I'm a **foot deep and mile wide** with platforms and technologies. I've had the privilege of working with and hiring some awesome people, some of them have said a few words in my LinkedIn recommendations.

## ***Professional Experience:***

1/2016-Present: Kognitive Ting (Startup), **Owner** (IoT/Software Consulting) Consulted on the creation of specialized small market IoT solutions including hardware device to cloud consumption platforms and data acquisition.

11/2013-7/2015: Exsilio Solutions, **Chief Operating Officer** (Technology Consulting) Lead consulting business of project managers, development managers, consultants, marketers, sales and HR resources. Grew the business 50% in 18 months with increased customer satisfaction, increased employee satisfaction and reduced cost. Ground up built and launched Co-working space Orange Studios US in Redmond, WA. Owner contact: Anthony Tsim (425) 922-8838

7/2006–11/2013: Microsoft, **Acting GM/Senior Director** (Emerging Technologies) Lead a team large team of consulting, marketing and sales resources working directly with customers on the newest Microsoft technologies. Awarded Microsoft US manager of the year 2011. Managed a \$192m sales business.

7/2001–6/2006: Microsoft, **Principal Technical Architect** (Emerging Technologies)  
Customer facing role building solutions with the newest Microsoft platform technologies (.NET, ASP.Net, Winforms, Visual Studio, SaaS, SOA, ESB). Awarded World-Wide Technical Architect of the year 2005. Architected over 50 solutions from internal customer service portals supporting over 5,000 CSR's connected to a mainframe or a ground up system to support processing massive numbers of transactions per day crunching real estate loans.

11/2000-7/2001: Microsoft, **Senior Systems Engineer** (Technology Sales) Pre-sales engineer working directly with customers. Active Directory, SharePoint and Exchange pre-sales. Gold Star sales award 2001.

\*\*\* More great detail at [www.linkedin.com/in/scottker](http://www.linkedin.com/in/scottker) \*\*\*

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### ***5 leadership beliefs***

- Hire great people, remove their roadblocks and get out of their way. Create a path for them to accomplish things they never thought possible.
- Set targets to exceed and delight, not achieve. Hope for the best, plan for the worst.
- The only thing that stays the same is change, manage it well.
- Leaders who see the forest OR the trees typically fail. It's great to see the landscape, but you have to know how to grow trees.
- Lead from the front.

### ***3 most important business lessons***

- Treat the internal audience as well as your external customers.
- Engineers usually make poor executive speakers. They like to reason their way through problems to get to solutions. Remember, you're in the room because people trust your competency, focus on the solution first and leave the details for questions.
- Opportunity = Timing + Preparation

### ***2 future technology thoughts***

- DevOps won't cure container sprawl. 2 years from now when organizations have hundreds of different microservices container configurations without access to the people who created them how will they manage their sustained engineering? Giving "complete flexibility" of service configuration is only a good thing for developers. Incorporating knowledge transfer should be as/more important than DevOps.
- Think about data in terms of constant feeds and not slowly changing sets. We've mastered creating and storing data. Now we need to master using machine learning and live analytics for real-time analysis. Seen KSQL?

### ***3 things about Scott***

- Learn new technology every day. Today Arduino and micropython, tomorrow AWS, next week Kubernetes and Docker.
- Teamwork makes the dream work. You are the sum of the 5 people you spend the most time with, choose them well.
- Work hard play hard. I build, crew and drive track/race cars for fun. Hands on engineering with immediate feedback at its best.

### ***Technology Experience***

Microsoft Azure (IaaS, PaaS, Data), Amazon AWS (Lightsail, EC2, Lambda, S3, Glacier, DynamoDB, IAM), MEAN, HTML5, Docker, JavaScript, CSS, Bootstrap, Android, .NET, Visual Studio, Sublime, RaspberryPi 1/2/3, Unix, Pick, Linux, Windows, C, C++.

### ***Certifications/Education***

#### **Scrum PSM I Certified**

University of Southern California (USC), Los Angeles, Computer Science (Incomplete)

Microsoft Certifications Systems Engineer MCSE (expired), Active Directory and Exchange

### ***Contact/Additional Info***

THANK YOU for reading this far! There is significantly more detail on LinkedIn. If you have any questions please don't hesitate contact any of my references, e-mail [scottker@gmail.com](mailto:scottker@gmail.com) or call me directly at 469-252-0123. Cheers!

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