



STEPHEN SEGARI

CTO + DIRECTOR OF ENGINEERING

504.319.5651

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Madisonville, LA 70447



MEET STEPHEN

An accomplished, multi-faceted CTO and Director of Software Engineering with more than 20 years of experience in software development with an established history of working in the marketing and advertising industries. Specializing in the design and development of web-based applications through the entire life cycle, including initial concept, engineering, management, execution, and deployment. Competing in marathons, triathlons, strumming the guitar, and spending time with my wife and our two dogs on our vintage Boston Whaler are just a few of the hobbies I enjoy outside of the office.

SKILLS

PHP	●●●●●	Version Control (Git, SVN)	●●●●●
MySQL / MariaDB	●●●●●	Apache / Nginx	●●●●●
Laravel Framework	●●●●●	Agile / Scrum Methodology	●●●●●
CSS / Bootstrap	●●●●●	GraphQL	●●●●●
jQuery	●●●●●	Linux (All Flavors)	●●●●●
AWS (S3, EC2, Elasticache)	●●●●●	MVC Design Pattern	●●●●●
Alexa Skills	●●●●●	Object Oriented Design	●●●●●
WordPress / Plugin Dev.	●●●●●	Docker	●●●●●
Leadership	●●●●●	Management	●●●●●
Critical Thinking	●●●●●	Communication	●●●●●
Collaboration	●●●●●	Budgeting	●●●●●
Strategic	●●●●●	Innovative	●●●●●

EXPERIENCE

CHIEF
TECHNOLOGY
OFFICER
JAN 2018 - PRESENT

Fuentes Media – Covington, LA

As Chief Technology Officer, I collaborate directly with both the CEO and CFO to strategize and execute all technological aspects of the company. Implementing new and adapting old technology to meet business needs are an ongoing focus of my role. In addition, front-facing client requirements are my specialty, while budget-friendly and performance-driven results are always my top priority. My strengths include all levels of computer proficiency, technical expertise, and analytical thinking under pressure, and my attention to detail, open communication, and inclusive teamwork are second to none.

DIRECTOR OF
SOFTWARE
ENGINEERING
JAN 2010 - PRESENT

HitPath – New Orleans, LA

My role as Director is to actively monitor the HitPath SaaS suite of tools against ever-changing performance marketing industry trends and adapt the software accordingly. This is achieved through cost-effective, agile work-intake and delivery processes, routinely involving database design and migrations, front and backend programming optimizations, and streamlining the user experience through these updates. Milestones and deadlines are assigned to the development team in bi-weekly scrums while quality control schedules are implemented in collaboration with the Director of Client Services & Support. Software updates are then deployed across load-balanced servers, virtually ensuring no downtime for clients. Projects are planned, executed, and completed on-time and ready for production. Other responsibilities include code reviews, enforcing coding standards and software documentation, quarterly employee reviews, and the vetting and interviewing of potential hires.



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Leading organization-wide initiatives to improve infrastructure and application development processes is always at the top of my list.

FOUNDER

DEC 2010 – PRESENT

goTULANet – New Orleans, LA

I built the fastest growing fan forum for Tulane University athletics. Annual traffic analytics include close to 1.5 million page views, with an average session duration per user right under 8:00 minutes. Extensive knowledge of Google AdSense and AdThrive publisher platforms in delivering targeted ads/content to visitors to maximize site engagement, increase time-on-site, and improve user experience.

SENIOR

DEVELOPER

MAY 2003 – OCT 2009

Carrollton Technology Partners – New Orleans, LA

Custom web-based and Windows application development and deployment with extensive programming in PHP, ASP, and C#. Database implementation included MySQL, SQL Server, and Access. Also managed network administration, Active Directory setup, and physical network topology and installation.

HIGHLIGHTS

- Designed and programmed the Petrocom Health Index data aggregator to provide hourly reports on the current health of the cellular communication network towers in the Gulf of Mexico. Report generation was decreased from a week down to the hour, parsing and processing close to 48 million data points daily. The near real-time reports allowed Petrocom better monitoring of its transmission data, and allowed predictability of tower failure.
- Developed the ProviNet Intranet, a fully internal browser-based office document management system written entirely in .NET (C#) that allowed system administrators the ability to dump files of any type into the directory structure of their choosing, and then assign visibility on either a file or folder level to any LDAP authenticated users on the network.
- Streamlined data-intake and document management for the Louisiana Hazard Mitigation Grant Program (HMGP) in the wake of Hurricane Katrina, interfacing high-speed scanners and OCR software to produce auto-generated PDF's of all captured applicant data.
- Masterminded a successful and complete 2-year rewrite of the core HitPath software in which the following achievements were implemented: Database object data-modeling and mapping, custom framework incorporating model-view-controller architecture, database and query optimizations, a fully documented code base, and full CSS 3.0 / HTML 5 compliancy. This pre-Laravel code base included a custom, self-written code generator which produced Model, View, Controller boilerplate based off the current database structure.
- Implemented a multi-tenancy conversion of the HitPath codebase across load-balanced AWS instances from bare-metal machines, dramatically reducing infrastructure costs.
- Implemented Slack hooks first allowing Support/QC the ability to deploy feature branches to test environments for thorough testing, and if all checks out, approving the branch so that it can be sent to staging to await live deployment. Weekly (and manually triggered) live rollouts happen across load balanced AWS machines, scaling instances to ensuring to virtually no downtime.



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- Initiated a once-a-month, casual, company-wide meeting of all departments in an effort to “share” knowledge of the HitPath software suite. Also implemented “Nerd Learning,” giving a chance for any developers to share whatever they are working on tech-related outside of the office.

EDUCATION

**BACHELOR OF SCIENCE -
COMPUTER SCIENCE**
AUG 1999 – MAY 2003

Tulane University – New Orleans, LA

Graduated Honors with a 3.4 GPA from the School of Engineering with a degree in Computer Science and concentration in Mathematics.

REFERENCES

LAURA FUENTES
FOUNDER + CEO
laura@fuentesmedia.com

Fuentes Media – Covington, LA

Fuentes Media is a boutique creative and strategic planning content company whose passion lies in copywriting, video production, and email strategy. Laura is my current colleague and mentor.

JEFF HANBY
PARTNER
jhanby@lookfar.com

LookFar – New Orleans, LA

LookFar is a software development studio that positions tech startups for success through product development, technical consulting, and go-to-market strategy. Jeff is a former colleague from Carrollton Technology.