



Bo Kelleher

Solutions Architect

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Myers-Briggs **INTJ-A** - Assertive Architect

Clifton **StrengthsFinder** Top Five:

1. Strategic - **2. Ideation** - **3. Activator** - **4. Connectedness** - **5. Achiever**

Achievement Highlights:

- ✓ Architected video content management and delivery for Motor Trend On Demand (MTOD).
- ✓ Conceptualized and delivered the technical infrastructure behind "ellentube", a User-Generated Content (UGC) platform with apps for Warner Bros. (Telepictures) Ellen Degeneres digital team, allowing Ellen to acquire, license, use, and monetize audience-submitted content off-YouTube.
- ✓ Created a breaking news "fast lane" for content uploading, transcoding and delivery for TMZ, ensuring that they would always have the scoop and be first to monetize emerging content.
- ✓ Launched Ovation TV Everywhere apps, managing the process from concept to completion, while launching the Travel and Lifestyle channel Journey in parallel.
- ✓ Architected the content production and delivery workflow for PodcastONE's 360 Videos, enabling new monetization channels for the network.
- ✓ Launched an AVOD service for BlackFilm.com on AWS in just six weeks, ingesting Warner Bros. studio content through Aspera, configuring castLabs DRM, SpotX Advertising and Google Analytics, along with extending the Wordpress v2 API to expose Advanced Custom Fields, captions and image assets for consumption by iOS, Android and Roku framework apps.
- ✓ Architected the MPAA Awards Screeners platform for secure content delivery, blending mixed requirements from the six major studios to deliver encrypted and forensically watermarked content to voting members of AMPAS, SAG/AFTRA and more.

What they're saying about Bo:

"Bo is one of those hard to find professionals who is not only a great technical sales person, but has also rolled up his sleeves and actually done some amazing technical development work, coding, architecture as well as being well versed in the art of sales."

- Kaustav M. (Cisco)

"As a Solutions Architect with a young product Bo was placed in an environment where there are a lot of unknowns. His decision making ability, professionalism and instincts allowed Bo to build confidence with prospects, customers and individuals within our organization."

-Brian T. (Cisco)

"Simply put, Bo is the quintessential embodiment of the term 'can do'. I worked with Bo on a number of projects and his determination to add value for the customer led to some of the best work I have had the pleasure to be involved with."

-Kevin M. (Open Text)

"Bo is one of the most enthusiastic and capable engineers that I have worked with. He is a natural leader and enjoys a fast-paced work environment where he can use his strong technical abilities to automate and improve systems/network operations."

-Steve W (American Digital Network)

Career Experience

Senior Solutions Engineer

Zixi, LLC. - <https://zixi.com>

April 2021 to Present

Top producing sales engineer with pre- and post-sales account ownership to ensure customers would succeed with the world's best video transmission protocol (zixi) and control plane (ZEN Master). Collaborated with Paramount+ to architect and launch Asian Football Conference (AFC), UEFA, CONCACAF, EPL football, deploy monitoring of AWS MediaConnect streams in Zixi ZEN Master. Helped AppleTV+ launch Major League Soccer (MLS) in conjunction with NEP and Harmonic. Reduced overall cost of operation for Cinedigm™ by over half a million dollars a year while improving uptime and redundancy in their signal chain. Pioneered "reverse FAST" by taking FAST channels from HLS back to broadcast (transport stream), expanding distribution opportunities for FAST channels into traditional and virtual MVPDs. Co-architected the video backbone for PROTO Hologram's immersive high-resolution capture and display solution. Supporting Wurl, Roku, MuxIP, BitCentral, Globecast and other top-tier IP Broadcast customers. Top contributor to Product and Engineering JIRA tickets among all SE's at Zixi; highly product focused. Working daily with GCP, Azure and AWS. Industry expert in video networking, routing, cloud and on-premise firewalls, proxies and content security.

Senior Solutions Engineer - Media D2C

Akamai Technologies, Inc. - <https://akamai.com>

April 2020 to April 2021

As a part of a team of seasoned content delivery and security veterans on Akamai's D2C team, I helped provide flawless video delivery, web optimization, content and application security and consumer identity access management to the premier OTT, Film, Television and media companies. Experience in live and on-demand content production, workflow management, delivery performance optimization, all-tier security, subscriber management and billing, analytics, machine learning and real-time systems to maximize service quality for Akamai's premier customer like Viacom CBS/Paramount, Channel 4 (UK), AMC Networks, Sony and more.

Senior Solutions Architect

Evergent Technologies, Inc. - <https://evergent.com>

April 2019 to April 2020

Evergent smoothes out the complexities of subscriber management and billing operations for the world's largest Pay TV and telecom operators. As a Solution Architect, I helped Evergent's devops engineers and developers to evolve the products with an eye for streamlined, cloud-based solutions that save millions in operational costs and create opportunities to be more nimble in a rapidly changing OTT/D2C and B2B service provider market. My team leveraged multi-cloud infrastructure for compute workloads and to process massive amounts of data with ML/AI. I lead the re-factoring of the legacy monolithic codebase to a microservices architecture, implementing API First and Domain Driven Design, and elevated the importance of API-as-a-product within the company.

Solutions Architect

Mobeon - <http://www.mobeon.com/consulting/>

August 2018 to April 2019

Inaugurated Mobeon's New Media Consulting practice to include:

- Content Creation - TV, Web, Digital Media Production, Application Development, Virtual Set Design
- Content Distribution - Live Internet Video Streaming / Consulting and Delivery to CDNs, Ustream, Livestream, YouTube Live, Akamai, Limelight Networks, Amazon Cloudfront and OTT (Over The Top)
- Content Consumption - Social Media Integration, 2nd Screen, and Internet-Connected Devices such as PCs, Laptops, Tablets, Smartphones, Set Top Boxes, Smart TV, Media Players and Gaming Consoles such as the Wii, PlayStation 3 and Xbox 360.

Designed solutions for live and on-demand video for e-commerce, esports, e-business and more, leveraging AWS, S3, CloudFront, EBS, RDS, Aurora, Cassandra, Wordpress, Chef, Docker, Kubernetes, and related services.

Founder & Principal, Solution Delivery

Vidmover, LLC. - <http://www.vidmover.com>

November 2016 to November 2018

I established Vidmover as a "video brand enablement" consultancy with a primary focus on delivering maximum value for Media enterprises with a blend of emphasis on Content workflow efficiency, Audience engagement and Innovative technology. The Vidmover platform was built with the Kaltura Open Source stack at its core, and was designed to bring together an end-to-end suite of solutions for content acquisition (Linear, VOD and Live), content management (OVP), monetization (SVOD, TVOD, AVOD), syndication, distribution, as well as consumer engagement through web, TV and native mobile applications for customers like Mandt Media, PodcastONE, TruNews, Ovation TV, Drum Channel and others.

Director of Solutions Engineering - Media & TV

Kaltura, Inc. - <http://www.kaltura.com>

May 2011 to November 2016

As Kaltura's primary technical representative to its media and entertainment customers, I was responsible for working with Sales and Business Development, Product Management, Professional Services and Customer Success, to ensure continuous success for the customer and for Kaltura. Kaltura is the premier Open Source Online Video Platform (OVP) for professional ingestion, management and distribution of premium branded video content and is a leader in OTT and digital TV experiences. I helped Kaltura land and expand over \$18 Million in recurring revenue from Media customers. I was directly responsible for driving innovation in the areas of Player features, Content Security, Transcoding efficiency, and much more. I worked directly with customers like Disney, ABC, Vodafone, Motor Trend, TMZ, Ellen, Paramount, the MPAA, and others.

Solutions Architect

Cisco Systems - <http://www.cisco.com>

August 2010 to June 2011

The Cisco Media Solutions Group was a startup within Cisco. We built Cisco Eos, a hosted social entertainment platform for media companies built on Cisco UCS and designed to provide horizontally elastic scalability for unpredictable demand. My largest customer was Warner Music Group (WMG) and we designed and deployed over 500 fan/brand sites for WMG artists like Kid Rock, Lupe Fiasco, Janelle Monae, Wiz Khalifa, Paramore and many more. I was responsible for bridging customer requirements with an aggressive product roadmap, providing an interface between customer, product and support. In spite of our success with WMG, Cisco eliminated our division along with Flip cameras and a few other consumer initiatives.

Co-Founder & Lead Developer

Community Lifestyle Portals, Inc.

October 2005 to August 2010

Community Lifestyle Portals broke ground where traditional media left off. By connecting suburbanites in garage-door communities (the places where people drive home, go in their garage and rarely meet their neighbors), CLP brought them together online. As a forerunner to Facebook and Nextdoor, the CLP solution had all the expected features like message boards, local news and events, and instant messaging. The model cost a residential community nothing, and was sustained by providing local and national advertisers with highly targeted regional demographics. The service competed with Yelp (which started in 2004) enabling residents to collaboratively rate and review local businesses, ensuring better business accountability, and more reliable advice on reputable merchants.

Security Sales Engineer

Forescout Technologies, Inc. - <http://www.forescout.com>

June 2008 to June 2009

Leveraged my security clearance as a Navy cryptographic technician, as well as my prior experience in Network Design & Engineering, and Business Process Analysis to help provide threat assessment, intrusion detection and protection, and Network Access Control for major Forescout customers like Fox Studios, the FAA and Bank of the West.

Founder & Principal, Solution Delivery

Core Imaging

January 2004 to March 2007

I founded Core Imaging to digitally "paper-enable" financial accounting, ERP and CRM systems for companies in highly paper-intensive businesses; namely manufacturers and distributors. Core Imaging started as a Value Added Reseller for Gauss/Open Text while I designed a replacement product, managing a team of 12 offshore developers. I created the first document management system written entirely in Java so as to be completely platform independent and capable of running on IBM AS/400 systems operated by many manufacturers. CoreDoc delivered a web-based interface that spanned all aspects of document capture: from scanning to capture to retrieval and workflow. We marketed CoreDoc and its associated components to VARs as well as providing direct sales in conjunction with leading ERP/SCM vendors as a bolt-on to their products, including JD Edwards, Peoplesoft and IBS (International Business Systems). My expertise in content and document management ensured project success with Safeway and VONS, Pulte Homes, Arrow Electronics, Universal Electronics, Jerry Leigh Entertainment Apparel and others. The company was sold to a group of Australian investors.

Senior Sales Engineer

OpenText - <http://www.opentext.com>

April 2001 to January 2004

Gauss Interprise AG (acquired by OpenText) was the first company to realize and execute on the vision of ECM (Enterprise Content Management) by combining Web Content and Portal Management with traditional Document Management, Imaging and Electronic Document Capture. As a sales engineer, I was a key player in helping Gauss advance this new way of thinking about content. That new thinking has transformed industries. After working to bring on several key accounts, including BMW, IEEE, and Korean Air, I shifted focus to supporting reseller and alliance partnerships with Accenture, EMC, and Sun Microsystems. After a productive and challenging experience at Gauss/OpenText, I founded Core Imaging.

Member of Technical Staff, Product Manager, Regional Sales Manager

Xtime, Inc. - <http://www.xtime.com>

January 2000 to March 2001

Xtime was and still is a novel idea: Time as a transactable inventory as accountable as nuts and bolts. It has its complexities. It is always expiring and the demand for it is highly dynamic. Xtime built a platform to handle these complex issues. The Company was funded by DFJ, Venrock and Silicon Valley Bank and I was one of the first group of employees, working as a Member of Technical Staff in QA and then in Product Management, (also customer support and even IT, when needed). After we launched the 1.0 version of the product. I was asked by the CEO to take on the role of selling the vision of Xtime. I focussed primarily on the training market, ranging from Drivers Education to Pilot Training, closing the first training deal valued at \$2.1 Million, and engaging the company's seminal customer, SimuFlite (a GE company).

Senior E-commerce Systems Engineer

American Digital Network - <https://www.americanis.net/>

July 1999 to January 2000

Managed data center infrastructure for San Diego's largest independent ISP (now part of American Internet Solutions), including all server and network operations in support of major clients like Artist Direct, supporting ecommerce and social apps for artists like: The Backstreet Boys, Limp Bizkit, Blink 182, Marilyn Manson, The Rolling Stones, Tony Robbins, Baby Genius and hundreds more. I have managed a single network point of presence that was saturated by traffic from MTV's TRL and Oprah and survived. I introduced Radware Web Server Director load balancers, Open Market Transact ecommerce software, and improved log file management and analytics.

Senior Systems Engineer

MCI Worldcom

July 1997 to July 1999

Senior technology manager for one of two integrated, 400-seat call centers supporting the MCI commercial analog and data circuit test centers. I created the Telephony Applications Command Center (TACC) and planned and directed the facility move of the call center between two active locations with 100% uptime, while simultaneously upgrading the desktop workstation hardware and migrating the operating systems from IBM LANMAN and OS2/Warp to Windows NT Server/Workstation.

Head Brewmaster

Brew It Up! Personal Brewery

July 1996 to July 1997

Network Engineer

Diamond Services / Network Specialists

August 1995 to July 1996

Network Technician

Federal Emergency Management Agency (FEMA)

January 1995 to July 1995

Data Systems Technician (Petty Officer / DS3)

United States Navy

June 1992 to October 1994

Education & Training



Music, Business

University of Northern Colorado

1991 - 1992

Activities and Societies: UNC Men's Glee Club, 2 Operas, Small Jazz Ensemble



Data Systems Technician "A" School & "C" School

U.S. Navy Combat Systems Technical Schools Command

1992 - 1994

AC/DC Theory, Digital Electronics, Electronics Systems Troubleshooting, Microprocessor Fundamentals, Solid State Circuits, Soldering Techniques, Computer Systems Advanced Troubleshooting and Repair, Advanced Computer Systems and Organization, Cryptographic Systems. (Joint Services Transcript available upon request).

Organizations & Memberships



SCTE (Society of Cable and Television Engineers)

July 2016 – Present Associate Member # 622652 - Southern California



SMPTE (Society of Motion Picture & Television Engineers)

Feb 2015 – Present Associate Member

Member No. 3000193758, Hollywood Region, Hollywood Section

Certifications



Amazon Web Service (AWS) Certified Cloud Practitioner

March 2021 – March 2024

<https://www.youracclaim.com/badges/c4d6b4ce-d2ab-4704-8994-d81cb07626e7/>