

Matthew Firth

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Summary

Experienced technology leader with 20+ years spanning CTO, Director of Software Engineering and Infrastructure, and Systems Architect roles. Expertise in Azure cloud, AWS, solutions, AI/ML, project management, and enterprise-scale software development. Proven track record in building high-performing teams, optimizing infrastructure costs, and delivering AI-driven insights.

Core Skills

Project Management: Agile/Scrum, Team Leadership, Strategic Planning, Requirements Gathering, Prioritization, Resource Allocation, Mentorship, Cross-Functional Collaboration, Executive Reporting, Change Management

AI / Data Science: Python, R, SQL, Pandas, NumPy, Scikit-learn, TensorFlow, PyTorch, NLP, Computer Vision, Generative AI (Azure OpenAI, Claude, Open LLMs), Model Training/Tuning, Time Series Forecasting, Statistical Modeling

Azure Cloud: Azure Machine Learning, Azure Data Factory, Azure Synapse, Azure Databricks, Azure Cognitive Services, Azure Data Lake, Azure Event Hubs, Azure Stream Analytics, Azure DevOps CI/CD

Data Engineering: Kafka, Spark, Hadoop, ETL, API Development, A/B Testing, Responsible AI

Software Development: C#, Angular, React, VB.NET, Java, JavaScript, JSON, CSS, MVC, Git, Selenium, CI/CD pipelines

Database: MS SQL Server, MySQL, DB2, T-SQL, Stored Procedures, Index Optimization, Performance Tuning, Reporting Services, Analysis Services

Security & Compliance: NIST, SOC2, PCI, SOX, Security Policy Creation, Audit Readiness

Professional Experience

Director of Software Engineering & Technology

Omnimetrix | May 2023 – Present

- Built infrastructure enabling 8TB of data for ML and analytics using CDC, service buses, Kafka, and Azure Data Lake
- Delivered advanced analytics and forecasting optimizing AI model costs and insights for IoT telemetry
- Established Agile processes, hiring, mentoring, and scaling high-performing engineering teams
- Reduced cloud spend by 50% through infrastructure optimization
- Designed and deployed IoT telemetry portal using Kubernetes, Angular, and .NET Core
- Implemented CI/CD pipelines, end-to-end testing (Cypress), and caching upgrades for performance
- Established NIST-compliant security program with full policy documentation and audit readiness

CTO / Senior Software Engineer / Systems Architect

Comview / Calero MDSL | Oct 2014 – May 2023

- Modernized legacy systems to Azure-hosted microservices architecture
- Migrated applications to React front ends with scalable cloud backends
- Improved performance for telecom applications supporting 100+ Fortune 500 clients
- Implemented internationalization and compliance across global billing platforms
- Optimized SQL Server performance and offloaded workloads to Azure SQL
- Built APIs for major telecom and enterprise vendors (AT&T, Verizon, ServiceNow, VMware)
- Established Agile practices, outsourced development partnerships, and QA processes

CTO

PetCareRx | Sep 2006 – Oct 2014

- Led full redesign of e-commerce front end, increasing sales 60% YoY
- Deployed distributed web farms achieving <2s load times across 800kb payloads
- Oversaw warehouse and pharmacy automation scaling to 20,000+ packages/day
- Achieved PCI compliance and implemented advanced SEO strategies
- Directed IT staff of 150+, managing infrastructure, development, and telephony integrations

Early Career Roles

Systems Architect – American Studentlist Eurorscg 4D | 2000 – 2005

IT Director – Omnicom 2000 | 1998 – 2000

Developmental Engineer – United Nations Development Group | 1998

Microchip Programmer – TPI | 1997 – 2006

Technical Supervisor – T-Net Internet Services | 1996 – 1997

Service Technician – En Pointe Technologies | 1995 – 1996

Configuration Tech – Computer Warehouse Inc. | 1994 – 1995

Field Technician – Wang Thailand | 1993 – 1994

Education

BS, Computer Science – Massey University

International School Bangkok – International Standard Diploma (GPA 3.5)