Justin Coleman

Principal Customer Engineer | Technical Account Management

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PROFESSIONAL SUMMARY

Customer-facing technical leader with 15+ years guiding enterprise deployments, migrations and critical production recovery. Combines hands-on systems and cloud engineering with technical advisory, executive communication and product advocacy.

CAREER HIGHLIGHTS

- **Strategic customer modernization:** Led GCI's transition of a 300,000-subscriber platform to AWS, maintaining technical and executive communication through migration and production recovery.
- **Streaming platform launch:** Helped launch Popcornflix in about three months by deploying content and advertising services, resolving a Roku integration blocker and coordinating application releases.
- **Enterprise customer ownership:** Directed seven customer engineers supporting 40+ enterprise accounts, with responsibility for complex migrations, technical escalations and round-the-clock production services.

TECHNICAL SKILLS

Customer engineering: Technical advisory, customer discovery, executive communication, technical escalations, product advocacy, POCs, demos, risk management.

Cloud & infrastructure: AWS EC2, VPC, IAM, S3, CloudWatch, Linux, Windows Server, VMware, Hyper-V, Docker, LAN/WAN, EMC/Isilon.

Integration & automation: Bash, PowerShell, REST/SOAP APIs, JSON/XML, SQL/PostgreSQL, Active Directory, SSO/OAuth.

Production reliability: Incident management, root cause analysis, AWS WAF, monitoring, Nagios, Zabbix, SNMP, capacity planning, production cutover.

PROFESSIONAL EXPERIENCE

Sencore

May 2024 - Aug 2026

Solutions Architect Oct 2025 - Aug 2026

- Advised enterprise customers on $250K-$3M solution opportunities, identifying integration dependencies, technical risks and deployment requirements before purchase decisions.
- Turned incomplete requirements for a proposed 210-market network into a formally quoted turnkey design that the customer could use to pursue funding.

Strategic Account Manager May 2024 - Sep 2025

- Owned approximately $3M in active strategic-account pipeline, working directly with engineering, procurement and executive stakeholders to align solutions with operational needs.
- Earned additional INDYCAR business by validating replacement encoding technology in the customer environment and designing video distribution to meet race-team requirements.

PROFESSIONAL EXPERIENCE (CONTINUED)

SeaChange International

May 2019 - May 2024

Advanced from senior customer support engineer to director through five roles in five years.

Director, Special Projects Dec 2023 - May 2024

- Led critical customer escalations and nonstandard technical initiatives, bringing product and engineering specialists into investigations and coordinating customer communications through recovery.

Director - North America Operations & Delivery Apr 2023 - Dec 2023

- Directed technical delivery and escalations for 40+ enterprise customers, balancing migration schedules, engineer availability and production service commitments.
- Identified redundant channel configuration steps for operators managing hundreds of channels and worked with product engineering to simplify workflows in subsequent commercial releases.
- Resolved a Roku advertising integration blocker through controlled testing of ad requests and documented the verified configuration for future deployments.

Manager - North America Operations & Delivery (NAM-II) Feb 2022 - Apr 2023

- Improved on-call coverage and trained Windows-focused engineers to support Linux and AWS as SeaChange expanded its cloud-based services.

Principal Customer Engineer Mar 2021 - Feb 2022

- Designed and deployed customer environments spanning AWS, Linux, Windows, networking, APIs, databases and storage, including extended onsite engineering in Alaska.
- Developed Bash and REST API migration tooling, personally executed GCI's data migration and coordinated customer communication during production recovery.

Senior Customer Support Engineer May 2019 - Mar 2021

- Resolved complex customer incidents across applications, operating systems, databases and networks, using technical evidence to coordinate recovery with customer teams and engineering.

Frontier Communications

Jan 2010 - Jan 2019

IT Architect Jan 2015 - Jan 2019

- Designed infrastructure supporting 300+ live channels on 300+ physical systems across multiple data centers, with centralized monitoring and orchestration.
- Co-designed an AWS pipeline using S3, Snowball, Direct Connect and Elemental; wrote automation to transcode and convert metadata for 50,000+ assets without buying a permanent transcoder farm.
- Enabled monetization of free on-demand video through a cross-vendor advertising integration, connecting content management, ad delivery and real-time media processing.

Operations Team Lead Jan 2010 - Jan 2015

- Led a seven-person operations team supporting hundreds of Windows and Linux servers and 24x7 production services across three geographic regions.

CERTIFICATIONS

Microsoft MCSE / MCSA / MCP • CompTIA Server+ / A+ • Microsoft Applied Skills: Developing Agents in Microsoft Foundry (2026) • Certified Widevine Implementation Partner, Google (2022)