Aaron Brazell

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Summary of Experience

Author of The WordPress Bible. Wrote and edited the *WordPress Bible* from Wiley Publishing focusing on entry level and experienced tutorials, tips and techniques for WordPress. The book is 700+ pages of technical training on plugin and theme development including tricks and best practices.

Core Contributor to WordPress, the most widely-used content management system on the internet.

Former Director of Technology for a global internet media company. Provided product management, guidelines and road maps for technical initiatives. Responsible for a team comprised of systems administrators, software engineers and vendors in pursuit of strategic technical initiatives. Identified projects and goals, assessed specs and organized team around deliverables.

Founder and Lead Editor of industry leading internet technology publication. Respected among elite web technology writers and publications as an influencer. Technosailor.com is considered to be among top marketing, entrepreneurial and social media publications on the web.

Advisor to several companies involved in building and implementing premium WordPress products and services. I assist companies that I advise in collaborative and complementary relationships with each other.

Key Related Accomplishments

- Managed and executed full-lifecycle WordPress, BuddyPress and bbPress projects for a variety of Enterprise, Non-profit, and small businesses.
- Successfully managed the deployment of tools to support and integrate a large network of website.
- Managed the development of a network traffic and user consumption-oriented dashboard for executive management and venture capital investors.
- Responsible for the deployment and maintenance of over 350 individual websites with varying levels of traffic and demand.
- Responsible for the development team, systems administrators and technical operations staff for a global content network. All personnel were remote.
- Successfully built and managed a large multi-author technology and business blog
- Contributed code to most major releases of WordPress since 2008.
- Invited to participate in a 2012 project, We Are Austin Tech, highlighting prominent Austin technology influencers.

Key Areas of Consideration

- Familiar with the needs and requirements of large publishers, including advertising and content concerns.
- Experience developing project scope, providing recommendations and facilitating the development needs across projects, work methods and geographical regions.
- As a specialist, I provide "big" solutions using WordPress - typically complex data-oriented solutions with complex data relationships. This is different than more common "site design"-style work performed by most WordPress professionals.
- Spend significant time maintaining my book, writing medium-form opinion-style and tutorial based blog posts, create code documentation and other forms of writing.

- Maintain active social media presence with a significant number of followers across a variety of industries including: WordPress, Startups and Entrepreneurship, Marketing, Journalism, Sports and Politics.

Employment History

WP Engine - Co-Founder/Senior Developer - June 2010 - October 2011
Helped build and launch a secure, scaleable WordPress hosting platform. Provided infrastructure and WordPress support and scaleability to very large and midsize customers, ensuring sites could scale with traffic spikes as well as continuous large-scale traffic. Provided security monitoring and proactive protection and facilitated strategic partnerships with third parties.

Emmense Technologies – Consultant - 2001-present
Provide a variety of consulting services to clients including **technology and infrastructure scaling, WordPress theme and plugin development, WordPress architecture and social media strategy**. Some clients include Johns Hopkins Medicine, Thomas Hawk, EMBARQ/World Resources Institute, DataDirect Technologies and the U.S. Air Force.

Lijit Networks.– Business Development Manager – May 2008-Jan 2009
Business Development for Lijit Networks, Inc. Contracted to recruit significant publishers and networks for the purpose of extending search application and advertising deployment. **Worked closely with technical, marketing and business teams** in establishing the Lijit brand and presence across a variety of blogs and publishers.

b5media – Director of Technology – Nov 2005-May 2008
Served as Director of Technology for an internet media startup company, providing strategy and technical leadership, project management, and support. **Managed the entire software lifecycle** including determining project spec, securing and managing vendors, and acting as liaison between between the tech team and other teams and investors.

Dealt with issues surrounding scaling in an environment of fast paced growth. Sought out and hired key personnel to execute on technology goals of the company. Managed the development of a network intelligence dashboard for investors and executive staff. Developed private API (REST), common template management system, scalar upgrade management system and distributed WordPress management.

Northrop Grumman Information Technology – End User Computing – Nov 2003-Oct 2006
Performed targeted services supporting and administering a Solaris Unix server for an FDA project. Provided Level 2 and 3 support to the United States Navy and subsequently, multiple internal corporate business units with individual concerns and expectations. Supported MS Office, Blackberry, basic Active Directory operations, and general network connectivity. Involved in the testing phase of the Common Operating Environment deployment vehicle. Worked closely with NOC on Level 3 issues including Exchange.

Previous Employers (1999-2003): Northrop Grumman IT (IT Services Contract for U.S. Navy), Lockheed Martin IT and Computer Sciences Corp (CSC) (IT Services Contract for U.S. Dept. of Health & Human Services)

Accolades

"We've been fortunate to work with some of the world's leading media companies, and Aaron has demonstrated a grasp of new technology developments that is without peer. His eagerness to push FeedBurner's boundaries, identify opportunities

for improvement, and willingness to share feedback have established him as one of
our most valuable partners, and his personal investment of time made our product -
and our partnership - stronger.
- Rick Klau, Google

"In my time working with Aaron on development on our conference management WordPress plugin, he
handled himself with utmost professional standards and created an excellent, yet complex tool for us to
use across all our events. He has been responsive and I am thrilled with his quality of work under
pressure."
- Chris Sherman, Founder and CEO, Engage Digital

"Aaron was hired to work on converting our corporate website to represent more of the company's core
competencies as we were embracing social media inside and out. As the local, if not one of the world
experts on WordPress, we hired Aaron to hack the platform to make a working website and blog.

Aaron had never worked for an organization like ours, but he was able to learn our processes and adapt
with ease. He did not have to work onsite, so he managed his time effectively for all deliverables
throughout the project, all the way to completion. He brought creativity and new ideas to the project to
help us achieve an end result we were all proud to share.

I would definitely recommend and work with Aaron again, if the need arises."
- Andrea Baker, Director of Enterprise 2.0, Navstar, Inc.