

ADAM FISHER

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EXECUTIVE PROFILE

Technology executive who delivers measurable business impact. 25 years building and scaling engineering organizations that transform enterprises. I maintain deep architectural engagement to ensure strategy remains grounded in execution reality.

Director at Ally Financial leading 7 teams (53 engineers) with **\$8M budget** accountability. Architecting **Atlas**—a strategic vision for an Enterprise Intelligence Platform unifying customer behavioral data, organizational knowledge, and regulatory awareness into a shared Intelligence Layer for AI agents. Prototyped core components and presenting regularly to senior technical leadership. Delivered **\$3M+ annual savings** through real-time customer intelligence. Collaborating cross-functionally with Cybersecurity, Product, Risk, EA, and AWS Solutions Architects.

STRATEGIC IMPACT

Architected platforms processing **100M+ customer interactions** with sub-100ms response times monitoring **5.2M customers** in real-time. Achieved **1,600% performance improvements** at Charles Schwab and scaled systems to **60M peak daily transactions** at Lowe's with zero incidents. Built enterprise developer community of **360 members** from zero. Currently leading **7 teams, 53 engineers** with **\$8M budget** and **99.99% platform uptime**.

Enterprise Platform	AI & Automation	Organizational Scale
100M+ customer interactions	\$3M+ annual savings delivered	\$8M budget accountability
1,600% performance improvement	28 AI subagents deployed	7 teams, 53 engineers
60M peak transactions, zero incidents	70% cycle reduction (20-6 wks)	400+ engineers mentored

CORE COMPETENCIES

Strategic Leadership

P&L Management & Organizational Scaling
Executive Strategy & C-Suite Partnership
Enterprise Architecture & Platform Strategy
Digital Transformation & Modernization
Business Value Framework & ROI Measurement
High-Performance Team Development

Technical Expertise

Cloud-Native Systems (AWS, GCP, Kubernetes)
Event-Driven & Distributed Architecture
AI/ML Platform Architecture
Performance Optimization & Scaling
Security, Compliance & Enterprise Controls
Data Platform Architecture & Analytics

PROFESSIONAL EXPERIENCE

DIRECTOR OF SOFTWARE ENGINEERING

Ally Financial | Charlotte, North Carolina

September 2021 - Present

★ **2025 LEADING the Way Award Recipient - Ally's highest honor, awarded to 40 individuals from 11,000+ employees**

Leading 7 engineering teams (53 engineers) with \$8M budget accountability across Money Movement, Customer Intelligence, Commerce, and Automation platforms. Partnering directly with CIO and CTO on enterprise-wide technology strategy. Presenting quarterly to executive leadership on AI transformation roadmap.

Platform & Architecture

- * **Architecting Atlas Enterprise Intelligence Platform** - strategic vision unifying three dimensions: Customer Intelligence (real-time behavioral telemetry monitoring 5.2M customers), Organizational Intelligence (queryable knowledge graph), and External Intelligence (regulatory monitoring) into a shared Intelligence Layer. Prototyped core components and presented architecture to senior technical leadership. Collaborating with Cybersecurity, Product, Risk, Enterprise Architecture, and AWS Solutions Architects on enterprise implementation path.
- * **Delivered Customer Intelligence Platform (CAMP)** processing real-time behavioral signals with sub-100ms response, monitoring 5.2M customers. Active tagging and audience segmentation enabling personalized interventions for delinquency reduction and cost-to-serve optimization.
- * **Led enterprise-scale migration** from legacy on-prem monolith to cloud-native distributed architecture - improving platform reliability, reducing infrastructure costs, and enabling modern development patterns.
- * **Delivered \$3M+ annual savings** through personalization-driven call deflection and self-service optimization enabled by real-time customer intelligence.

AI & Automation

- * **Deployed Atlas Code** - Claude Code with 28 specialized subagents covering all facets of software development (architecture, security, testing, documentation, compliance). Developed in collaboration with AWS Solutions Architects. Reduced development cycles from 20 weeks to 2 weeks; 6 weeks total to production with testing and deployment.
- * **Prototyped and presented Atlas Web** as replacement for current generative AI tooling - standalone research and development platform with capabilities aligned to product owners, architects, business analysts, and leadership. Enables project creation, artifact generation, and MCP Protocol integration.

DIRECTOR OF ARCHITECTURE, DIGITAL TRANSFORMATION

Lowe's Companies, Inc. | Charlotte, North Carolina

May 2020 - September 2021

Led enterprise-wide architecture transformation establishing cloud-native platform infrastructure at massive scale across 2,000+ stores globally.

- * **Spearheaded complete migration from IBM Web Commerce Server to native GCP** - transformed enterprise platform foundation enabling microservices architecture and operational efficiency at scale.
- * **Architected federated front-end platform** becoming foundational infrastructure for all digital experiences across web, mobile, and in-store channels.
- * **Engineered Product Detail Page system** handling 12M daily transactions, scaled to 60M during peak retail events with zero incidents and sub-5% container CPU utilization.
- * **Built enterprise developer community** from zero to 360 members - established unified development standards and engineering excellence culture across organization.

PRINCIPAL ENGINEER, PLATFORM MODERNIZATION

Charles Schwab | Charlotte, North Carolina

April 2018 - May 2020

Led enterprise web platform modernization driving unprecedented performance improvements across global digital operations.

- * **Achieved 1,600% performance improvement** - reduced application load time from 16 seconds to sub-1 second through architectural optimization and intelligent caching strategies.
- * **Migrated legacy monolithic architecture to modern cloud-native stack** - enabled distributed development and improved deployment velocity.
- * **Established cross-organizational product methodology** bridging design, product, and engineering silos - accelerated delivery cycles by 35%.

SOLUTIONS ARCHITECT, CLOUD TRANSFORMATION

American International Group (AIG) | Charlotte, North Carolina

December 2016 - April 2018

- * **Architected initial AWS cloud foundation** for enterprise systems - designed secure, scalable infrastructure enabling distributed development and operational excellence.
- * **Transitioned monolithic systems to API-based architecture** enabling distributed development and accelerated time-to-market.

PROGRESSIVE LEADERSHIP

Transamerica | Charlotte, North Carolina

April 2000 - April 2018 (18 years)

Advanced through progressive roles: Software Engineer - Principal Engineer - Director of Digital Marketing Strategy - Principal Engineer, Mobile Platforms.

- * **Led development of Quicken 401(k) Advisor** recognized in Yahoo's Top 100 Websites - created competitive differentiator driving customer acquisition and measurable business growth.
- * **Built marketing automation cloud solution** unifying disparate platforms into integrated system - established 1:1 customer relationships across web, mobile, social, and email at scale.
- * **Architected corporate mobile strategy** and nationwide digital kiosk network - pioneered innovative customer engagement channels.

EDUCATION & CERTIFICATIONS

Western Carolina University | Computer Science | 1991 - 1995

AWS Solutions Architect | Amazon Web Services, 2018

Advanced AI/ML Implementation & Strategy | Professional Development

THOUGHT LEADERSHIP

Atlas: Enterprise Intelligence Platform

Architecture blueprint unifying customer intelligence, organizational knowledge, and external awareness into a queryable Intelligence Layer for AI agents

Agentic Software Development: Transforming Enterprise Delivery

Whitepaper on autonomous development frameworks, multi-agent orchestration, and the 28-agent SDLC architecture

Enterprise Business Value Framework

Methodology for ROI measurement, capability-based technology planning, and investment prioritization