

DOUGLAS ROSS

Principal Solution Consultant | Enterprise GenAI Architect | Pre-Sales Technical Leader
sachioross@gmail.com | 661-342-8829 | linkedin.com/in/sachio | Raleigh–Durham, NC

PROFESSIONAL SUMMARY

Technical pre-sales leader and enterprise architect with 15+ years translating enterprise business needs into actionable technology solutions with measurable business outcomes for Fortune 100 customers. At Adobe, held technical sign-off authority for pre-sales engagements across Firefly, GenAI, and Creative Cloud Professional Services, and personally built customer-facing demonstrations integrating Firefly APIs into Figma, Adobe Fusion, and custom Node.js/Electron applications. Combines hands-on fluency in AI-assisted development (Cursor, Claude Code, Docker, Node.js, React) with executive-level storytelling across creative, marketing, and C-suite audiences. Seeks a founding Principal Solution Consultant role where deep GenAI understanding, enterprise martech integration experience, and the ability to build demonstrations that move deals are used in equal measure.

CORE COMPETENCIES

Pre-Sales Solution Consulting | Generative AI & Diffusion-Model Integration | Enterprise Architecture | Proof-of-Concept & Demo Development | Executive & C-Suite Engagement | Martech Ecosystem Fluency (AEM, Analytics, Target, RTCDP, Campaign, Marketo) | Cloud Architecture (AWS, Azure, GCP) | API & SDK Integration Design | Rapid Prototyping (Cursor, Claude Code, Docker/Kubernetes) | Program Management & Cross-Functional Alignment | Digital Transformation at Scale | Practice-Building & Enablement

PROFESSIONAL EXPERIENCE

Founder & Technical Architect

Dec 2024 – Present

94 Alpacas (early-stage venture)

- Founding hands-on technical lead for an early-stage multi-agent AI mobile application focused on social-media and marketing automation for solopreneurs and small business owners.
- Architected a multi-agent system using Claude models, a self-hosted Memgraph graph database, and N8N for orchestration; integrated OAuth/Auth0 flows across TikTok, Pinterest, and other social APIs.
- Deploys on Docker, AWS, and Google Cloud Run; daily development on a modern AI-assisted stack (Cursor, Claude Code, BMAD) used to rapidly prototype, iterate, and ship.
- Ongoing venture is intentionally small — the value is keeping hands-on with generative AI APIs, diffusion and LLM tooling, and agentic orchestration patterns directly applicable to scalable GenAI solution design.

Technical Director, DME Professional Services

Jul 2024 – Oct 2025

Adobe Inc. — Document, Creative Cloud, Firefly & GenAI Professional Services

- Held technical sign-off authority for pre-sales engagements across Firefly, GenAI, and Creative Cloud Professional Services — reviewing and approving the technical approach on every F500 opportunity before it reached the customer to ensure ability to successfully deliver and manage expectations.
- Partnered multiple times per week with Adobe's Solution Architecture (pre-sales) organization to align product positioning, vet customer technical architectures, and translate GenAI capabilities into solution designs across all industry verticals.
- Personally built customer-facing demonstrations and proofs-of-concept using Node.js, Electron, React, and Svelte — calling Firefly APIs directly from custom applications, orchestrating production-integrated Firefly workflows through Adobe Fusion (low/no-code), and shipping a custom Figma plugin that brought Firefly generative capabilities into creative teams' native environment.
- Shaped Adobe's broader GenAI product direction through direct collaboration with product teams on Firefly image, video, and audio APIs — surfacing enterprise-critical requirements around observability, logging, analytics, predictability, and governance.
- Led cross-functional collaboration with 40+ engineers, pre-sales architects, product managers, and delivery leads; operated as the primary technical delivery owner across multiple concurrent F500 engagements.

Director, Principal Architect & Lead Enterprise Architect

Dec 2020 – Dec 2023

Adobe Inc. — Success Services — Document Cloud & GenAI

- Architected customer-facing engagement models and rapid-response frameworks supporting programs that retained \$500M+ in annual Adobe revenue; developed a rapid-response motion for renewal-risk accounts contributing to \$100M+ in additional annual risk mitigation.
- Spearheaded AI-driven transformation engagements for Fortune 100 customers — designing scalable creative workflow solutions and building custom AI tooling including Figma plugins and cloud-deployed services on AWS and Azure.
- Launched an innovation program identifying, prototyping, and shipping new tools and integrations that expanded customer API consumption and unlocked new commercial motions; influenced Adobe product roadmap through direct feedback on adoption blockers.
- Built and developed two customer-facing teams within Customer Success; authored enablement curriculum adopted as Adobe's official internal training standard for AEM consulting, and a technical interview methodology adopted org-wide for consultant hiring.

Principal Consultant, Adobe Experience Manager

Feb 2016 – Dec 2020

Adobe Inc. — Enterprise Consulting

- Led strategy, architecture, and delivery for 7+ multi-million-dollar AEM implementations for Fortune 100 customers in travel, healthcare, and financial services — aligning Adobe, partner, and customer leadership from discovery through production.
- Operated as full-stack technical authority across the Adobe martech ecosystem: AEM Sites & Assets, Analytics, Target, Audience Manager, Campaign, Marketo, Workfront, Fusion, Real-Time CDP, Customer Journey Analytics, and Experience Platform — with working competitive awareness of Drupal, Contentful, Bynder, Box/Dropbox, and DaVinci.
- Delivered official Adobe-certified AEM developer and administrator trainings on behalf of Adobe Learning Services; co-developed and delivered custom partner enablement for Accenture's India AEM practice..

AEM Engineer & Team Lead Feb 2024 – Jun 2024

Virtual Workgroup Technologies Corp. — Contract — U.S. Marshals Service

- Led a contracted development team for a multi-year digital forms conversion initiative for the U.S. Marshals Service — gathering requirements with agency stakeholders and enabling team members on AEM Forms.
- Designed interactive PDF forms and Adobe Workbench workflows; architected reusable workflow steps to reduce deployment complexity across the program.

Adobe AEM Consultant

Jul 2015 – Feb 2016

Independent Consulting

- Architected AEM implementations for enterprise customers; developed components, templates, product extensions, and integrations while operating simultaneously as technical architect, developer, engagement manager, and account manager.

Engagement Manager & Director, Product Development

Oct 2014 – Jun 2015

Xumak LLC

- Managed agile delivery teams of 3–10 across 20+ enterprise accounts on AEM and Magnolia CMS implementations; oversaw prioritization, customer alignment, and milestone reporting.
- Directed a 5-person team as head of product development, overseeing Xumak's proprietary AEM composing library and infrastructure deployment framework.
- Developed new project delivery methodology that combined aspects of Waterfall predictability with Agile SRUM flexibility; adopted by consultancy as defacto standard methodology.
- Partnered with ElasticPath eCommerce on micro-service architecture; developed hybrid agile/enterprise-contract delivery methodology adopted across client engagements.

Senior Consultant

Jul 2010 – Oct 2014

Xumak LLC

- Delivered architecture and development for AEM implementations from CQ 5.3 through AEM 6.4; led performance testing and stabilization for authoring and publishing environments.
- Delivered official Adobe-certified AEM trainings; co-developed custom partner enablement for Accenture India in partnership with Adobe Learning Services.

EDUCATION & CERTIFICATIONS

- **B.S., Business Administration & Management** — California State University, Bakersfield, 2003–2008 (Director of Upper Division Studies, Associated Students Inc.)
- **Adobe Certified Expert — Adobe Experience Manager Architect** (2012)
- Additional: Adobe Workfront | CompTIA A+ / Network+ | Cisco CCNA | Certified Ethical Hacker / CHFI | ASP.NET Programming

TECHNICAL PROFICIENCIES

- **Generative AI:** Adobe Firefly (APIs, workflows, custom tooling), Stable Diffusion ecosystem (ComfyUI familiarity), Claude and OpenAI LLM APIs, multi-agent orchestration, prompt engineering, RAG patterns, diffusion-model workflow design.
- **Martech & Creative Platforms:** Adobe Experience Manager (Sites & Assets, CQ 5.x–AEM 6.5), Analytics, Target, Audience Manager, Campaign, Real-Time CDP, Customer Journey Analytics, Marketo, Workfront, Fusion, Firefly, Creative Cloud, Document Cloud, Figma; Salesforce (admin-level); awareness of Drupal, Joomla, Contentful, Bynder, Box, Dropbox, DaVinci.
- **Cloud & Infrastructure:** AWS, Azure, Google Cloud Platform (Cloud Run), Docker, Kubernetes / container-based deployment, serverless architectures, Linux/Unix/Windows Server.
- **AI-Assisted Development:** Cursor, Claude Code, BMAD, ComfyUI (familiarity).
- **Development:** Node.js, React, Electron, Svelte, JavaScript/TypeScript, Java (J2EE, Servlets, JSPs, JCR), PHP, HTML/CSS/XML, REST APIs, OAuth / Auth0, OSGi, Apache Sling, SQL/MySQL, Memgraph (graph), Git.
- **Architecture & Operations:** Enterprise architecture design, systems integration, API / SDK design, performance testing & stabilization, agile delivery, program management, SOW development.