

Blake E. Rawlings

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Technology Leader | Business Consultant | Solution Innovator

Experienced technology leader skilled at aligning technical roadmaps with business goals, translating complex business problems into actionable solutions that drive operational success and deliver measurable business outcomes. Specialize in designing innovative IoT (Internet of Things) solutions that integrate smart devices, sensors, and software to create interconnected systems. Skilled at leveraging IoT, LoRaWAN, Microsoft .NET, machine learning, cloud computing, mobile development, and scalable architecture to deliver high-performance solutions that unlock new revenue streams.

BUSINESS SOLUTION EXPERTISE

Enable Business Growth

Designed multiple remote management systems that drive cost savings, improve efficiency, and generate new revenue

Align Technology Strategy

Experienced at collaborating with business leadership for technical solutions that drive business goals.

Drive Innovation

Skilled at leveraging cutting edge technologies to solve complex business problems.

PROFESSIONAL EXPERIENCE

Evolving Software Design – Portland, OR

01/1995 – Present

Consult with clients to architect and develop scalable, secure software solutions that solve unique and complex business challenges. Leverages expertise in IoT, LoRaWAN, machine learning, and cloud platforms to optimize processes, enhance operational efficiency, and achieve positive returns on investments.

Principal Software Engineer and Architect

- NurseryGuard.com - LoRaWAN-based platform with rules-based notification engine to monitor humidity, heating, and irrigation in commercial nurseries, enabling remote management and reducing staffing requirements.
- HazelnutWatch.com - Real-time alert monitoring application using ML.NET and IoT sensors to predict moisture levels and optimize drying processes, improving operating efficiency and minimizing revenue losses.
- Vanus Property Manager - Cloud-based subscription service designed to auction surplus and foreclosed government-owned property parcels, reducing costs and improving efficiency of property auction processes.
- Cleer Dashboard - Developed machine-learning-based application to predict language patterns and translate the Bible from Hebrew/Greek into complex languages (e.g., Mwaghavul), increasing translation speed by ~90%.
- ACLU - Built highly scalable, secure website using .NET Core and dynamic HTML to support 125M+ unique requests over nine months, successfully withstanding constant hacker attacks.
- The Centers for Disease Control (CDC) - Designed software components to create reusable and easily integrated immunization algorithms, building accurate vaccination schedules and timing based on established guidelines.

Multiple Companies

03/2013 – Present

Helping small companies plan their strategic direction with innovative and scalable solutions.

Fractional CTO

- PropertyStar - Designed pioneering subscription-based solution for collecting RV dump and off-grid fees, integrating secure mobile and kiosk credit card payments with real-time reporting.
- Stanley Callahan - Replaced cash payments with secure credit card transactions in remote national park water stations, enabling innovative mobile-to-kiosk connectivity and reducing cash losses from 40% to near zero.
- St. Francis Hospital - Developed a mobile app for at-risk children with Type 1 diabetes, paired with Bluetooth glucometers, to automatically share test results with their care team, leading to fewer hospitalizations.

Dinatec Inc. (now Active Boarder Corp.) – Redmond, OR

10/2011 – 03/2014

Online retailer of high-quality outdoor gear and apparel with \$30M sales.

IT Director – Promoted during company receivership (02/2013 – 03/2014)

Directed IT department to ensure continuity and stability, aligning development and maintenance priorities with company's end-of-life runway. Developed merchandising and marketing applications to boost short-term productivity and maximize profitability.

Principle Software Engineer / Software Architect (10/2011 – 02/2013)

Led IT department operations, mentoring the development team in Test-Driven Development (TDD) and SCRUM Agile processes. Architected and developed systems to manage product data, optimize procurement, and design targeted, time-based promotional campaigns to drive business objectives and support company goals.

- Developed near real-time, rules-based pricing engine to set products as low-price leaders in online searches, driving visibility, increasing traffic, and generating ~\$4M+ in sales.
- Engineered flexible web scraping process that extracted competitor pricing data by matching 100K+ products based on size and color, enabling competitive pricing adjustments and enhancing market positioning.
- Built scalable, real-time data integration solution with efficient data storage and rapid updates of competitive product prices, enabling implementation of pricing engine.

Six Talent Software – Portland, OR

10/2008 – 10/2011

Consulting firm architecting innovative technology solutions for non-profit organizations and small businesses.

Chief Technology Officer

- Strategized and designed applications that managed architecture, development, and deployment with web development technologies and design patterns focused on scalability, performance, and user experience.

Symyx Technologies (Now Dassault Systèmes) – Santa Clara, CA

07/2003 – 10/2008

Developer of informatics and lab automation tools for scientific applications.

Technical Lead/Software Architect

- Managed multiple teams to integrate two Vault 6.0 server platforms into unified lab notes system, streamlining workflows and enhancing communication and collaboration across organization.
- Designed and implemented flagship Vault Server product, resulting in improved data exchange, integration, and management of scientific and technical data.

TECHNICAL EXPERTISE

Machine Learning • Solution Architecture • Cloud Computing • Database Design • Web Services • Hardware • Operating Systems • Integration • Internet of Things (IoT) • Technical Leadership • Mobile Development • Programming Languages Scripting • Software Architecture • Software Design • Software Development • Software Engineering • UX Development Agile Methodologies • Web Development Technologies • Long Range Wide Area Network (LoRaWan) • Design Patterns JavaScript Frameworks, Object Oriented Design, Agile Methodologies

EDUCATION

Bachelor of Science (B.S.) in Electrical Engineering • New York University • New York, NY