

# CHAD EDGE

Director of Engineering | Media Ecosystem & Product Solutions

Los Angeles, CA | (206) 334-0162 | chadedge@gmail.com

[chadedge.com](http://chadedge.com) | [linkedin.com/in/chadedge](https://linkedin.com/in/chadedge)

## PROFESSIONAL PROFILE

**Strategic Engineering Leader** with 30 years of experience orchestrating high-scale digital platforms for 130+ global media properties. Expert in transforming "bar-napkin" ideas into concrete, scalable solutions through a "Product-First" engineering philosophy and rigorous storytelling. Proven track record of leading cross-functional, global organizations (up to 200+) and transforming legacy workflows into high-velocity, automated environments. **Shared recipient of the 2010 Pulitzer Prize for Breaking News Reporting.**

## CORE COMPETENCIES

- **Scale & Orchestration:** OTT/CTV (6 Platforms), Mobile (React Native), Web (WordPress VIP/Drupal), AWS (EKS/Lambda/S3).
- **Engineering Leadership:** Managing Global Teams (Onshore/Offshore), Mentorship, Budgeting, Strategic Road mapping.
- **Process Architecture:** Certified Scrum Master; Hybrid SAFe/Agile, Trunk-Based Development, ISO-9000 Quality Management.
- **Data & Discovery:** Elasticsearch (7M+ Assets), AI/ML, PII-Compliant Systems, Video Ingestion Pipelines.

---

## PROFESSIONAL EXPERIENCE

### NEXSTAR MEDIA GROUP | Director of Engineering

2023 – Present

- **Platform Orchestration:** Architected a vendor-agnostic middleware layer (AWS, Lambda, S3, Docker/K8s) to manage **7M+ volatile video assets** across 146 local news stations.
- **JIT Asset Validation:** Engineered a "Just-In-Time" (JIT) header-check architecture to reconcile real-time video availability against Elasticsearch, ensuring sub-second search accuracy without upstream API strain.
- **Acquisition Readiness:** Refactored cross-platform configuration management tools, reducing deployment cycles from **weeks to days** and establishing the scalable blueprint for the 40+ station Tegna acquisition.
- **Product Innovation:** Spearheaded the technical rollout of a "Vertical Video" mobile experience and a "My News" personalization PoC to drive user engagement and session duration.
- **Global Team Leadership:** Direct a 45+ person cross-functional organization (Dev, DevOps, QA, Product) across multiple long-term agency partners, utilizing custom velocity dashboards to optimize global output.
- **Scale:** 146 stations, 2 mobile platforms, 1 web platform, 5 CTV platforms – per station, with weekly deployments and alignment!

## PARAMOUNT (CBS INTERACTIVE) | Director of Engineering

2016 – 2023

- **Enterprise Web Scale:** Directed engineering for premier entertainment brands (*Entertainment Tonight, Dr. Phil, Rachael Ray +11 more*), delivering stable, reusable solutions for high-volume Web and streaming platforms.
- **Deployment Excellence:** Unified disparate CMS and DAM products into a single Drupal/PHP platform, **reducing deployments by 1,300%** and increasing departmental efficiency by 25%.
- **Quality & Reliability:** Spearheaded process improvements that **reduced runtime errors by 80%** and estimate adjustments by 50% through "shift-left" practices and upstream QA involvement.
- **Secure Infrastructure:** Developed a 16M+ unique PII "booking" system for broadcast guest control and oversaw zero-PII mobile VOD/Live-streaming applications.
- **People Leadership:** Mentored emerging leaders, resulting in **3 new managers and 2 new leads**; managed 27+ engineers across multiple CBS Media Ventures initiatives.

## LUXOFT (SMASHING IDEAS) | Tech Lead / Architect (Sony Pictures Television)

2014 – 2016

- **Global Distribution Strategy:** Architected and developed core APIs for the ingestion and distribution of scheduled content and media objects supporting **1,000+ domains across 85 countries** for **Sony Pictures Television**.
- **High-Volume Orchestration:** Led technical initiatives for a diverse portfolio of Tier-1 clients including Sony, Mattel, Microsoft, and Disney, ensuring seamless cross-platform delivery and asset management.

## NORDSTROM | Senior Interactive Developer & Manager

2013 – 2014

- **Global Scale Leadership:** Promoted to manage a dispersed engineering organization of **200+ members** (local and offshore India/Ukraine) to deliver enterprise-scale digital commerce solutions.
- **Enterprise E-commerce:** Influenced primary retail sites (Nordstrom & The Rack) by coordinating project dependencies and developing in ASPX (MVC).

## CROWN SOCIAL / WIZARDS OF THE COAST | Contract Developer

2013

- **Development Reach:** Created an interactive (Mobile + FB Canvas) game supporting Dungeons & Dragons launch of an advanced 40<sup>th</sup> anniversary update of their role-play books and games – a 4m audience.

## RELABORATE.COM | Lead Developer/Analyst

2012 – 2013

- **WordPress Platform:** Extended a Wordpress platform application with plugins, media upload and semantic analysis tools; devised front and back-end solutions.
- **AWS Integration:** Leveraged various Amazon services (AWS) on a LAMP stack with jQuery; published long-polling APIs (Comet-style) in JS & PHP.

## KORRO | Developer/Analyst

2011 – 2012

- **Youth Sports Platform:** Software developer for a WordPress-based, Amazon-hosted Youth Sports Management startup managing hundreds of thousands of sports events, players, parents, coaches, and financial records nationwide.
- **Infrastructure & Scale:** Built a multi-master/multi-slave Amazon RDS database system; V2 launch added HTML5/responsive enhancements, Amazon S3 media gallery, and a bi-directional secure messaging system.

## THE SEATTLE TIMES | Senior Systems Analyst

2005 – 2010

- **Pulitzer Prize Contributions:** Led technical initiatives (social sharing, rapid ingest analysis) contributing to the **2010 Pulitzer Prize** for Breaking News and 2010 AMPE Innovator of the Year Award.
- **Infrastructure Innovation:** Built a custom multi-database media asset management solution replacing Extensis Portfolio, saving **\$30,000+ per deployment**.
- **Agile Pioneer:** Co-wrote a two-volume Agile/Act SDLC project management system adopted by publishing and sports departments.

## MORSEBEST INTERACTIVE | Interactive Developer

2004 – 2005

- **Marketing Technology:** Delivered technical marketing services to world-leading brands; produced and designed large-scale HD video for Microsoft.
- **Web & Applications:** Built web sites (CSS, graphics, usability) and application demonstration software for leading technology clients.

## THE NEWS-PRESS MEDIA GROUP | Senior Web Application Developer

1998 – 2000

- **Early Web Publishing:** Developed and maintained the daily news site newspress.com, international and entertainment microsites (German and English), and custom in-house coded applications on a CGI/PHP platform.

## OSNAP.NET | Owner & Developer

1997 – Present

- **Online Entertainment Network:** Founded a platform for artists, venues, and labels to promote live events in a distributed manner; scaled to 62,000+ bands and 3,000+ venues with value-add services (eMusic.com previewing, ticket sales, marketing).

## CAREER MILESTONES & EARLIER EXPERIENCE

- **THE SEATTLE TIMES | Senior Systems Analyst:** Led technical initiatives (social sharing, rapid ingest analysis) contributing to the **2010 Pulitzer Prize** and 2010 AMPE Innovator of the Year award.
  - **Infrastructure Innovation:** Built a custom multi-database media asset solution replacing Extensis Portfolio, **saving \$30,000+ per deployment.**
  - **Agile Pioneer:** Co-wrote a two-volume Agile/Act SDLC project management system used by publishing and sports departments.
  - **ISO-9000 Rigor:** Early-career foundation in strict Quality Management Systems, informing a career-long commitment to "provable and testable" engineering requirements.
- 

## TECHNICAL TOOLKIT

- **Cloud & Infrastructure:** AWS (EKS, Lambda, S3, RDS, EC2), Kubernetes, Docker, Helm, Terraform, Fastly (VCL), CloudFront.
  - **Languages & Frameworks:** PHP (Since 1997), Python, Laravel, Drupal, CakePHP, React Native, Kotlin, Swift, ASPX (MVC).
  - **Data & CI/CD:** Elasticsearch, SQL/NoSQL, Jenkins, Git (Trunk-based), CI/CD, automation.
- 

## EDUCATION

**New England College** | Communications & Print Media

*Shifted focus to desktop publishing and emerging technology in 1994.*