

Russell Moore

Technology Executive | Digital Commerce & AI Strategy | Platform Scale | Service Leadership

Proven technology executive with 20+ years leading digital transformation and scaling high-performing engineering organizations. Track record includes co-founding and scaling managed services firm to \$13M ARR through successful acquisition, then leading \$30M+ division through IPO readiness. Drove mission-critical enterprise platforms generating \$2B+ annual revenue. Expert in legacy system transformation, AI strategy implementation, and building service-first cultures that deliver both technical excellence and business outcomes.

Executive Leadership: *P&L Management (\$30M+) | Global Team Leadership (200+ staff) | M&A Integration & IPO Readiness | Digital Transformation Strategy | Board & C-Suite Communications | Founder Experience (0 to \$13M ARR)*

Platform & Technology Strategy: *Mission-Critical Systems (\$2B+ scale) | Digital Commerce Transformation | Emerging Technology Adoption | Regulatory Compliance (PCI, SOX, GDPR) | Service-First Culture Development*

PROFESSIONAL EXPERIENCE

Managing Director – Black Magic Consulting, Boulder, CO

2021 - Present

Strategic technology advisory firm partnering with growth-stage companies and enterprises on digital transformation initiatives.

- Built and operate boutique consulting practice serving clients across B2B commerce, digital transformation, and platform modernization initiatives.
- Led complete digital transformation for specialty manufacturing client including B2B commerce platform development, brand strategy, creative execution, marketing operations, 3PL selection, and fulfillment integration - delivering fully operational digital business unit.
- Executed 4-month strategic turnaround engagement for RBM Software (Q1 2025), stabilizing operations and protecting enterprise client relationship while identifying opportunities for service diversification.
- Developed AI/ML optimization strategy for e-commerce retailer, designing models for carton optimization, shipping cost reduction, and automated business intelligence - projecting 15-20% reduction in fulfillment costs.
- Provided strategic technology assessments and vendor evaluations for growth-stage companies evaluating commerce platform migrations and digital expansion initiatives.

SVP, Managed Services – Pivotree, Toronto, ON

2018 - 2019

Led \$30M+ hosting division with 200+ global staff through post-acquisition integration and IPO preparation.

- Drove operational transformation of \$30M managed services division, achieving \$1M+ annual cost reduction while maintaining 90%+ client retention across Fortune 500 accounts.
- Led complete integration of Spark::red acquisition, unifying technology stacks, operational processes, and company cultures while retaining 100% of key talent.
- Restructured leadership compensation and performance frameworks for regional VPs across North America, Europe, and APAC markets.
- Implemented predictive capacity planning and automated scaling systems, reducing emergency interventions by 75% during peak retail seasons.

- Positioned division for successful IPO through operational standardization, financial controls, and governance frameworks (company went public at \$70M CAD valuation).

Co-Founder & CEO – Spark::red, Redmond, WA

2008 – 2018

Built premier managed services provider from startup to \$13M ARR, serving Fortune 500 e-commerce clients.

- Founded and scaled technology services firm to \$13M ARR with 30% YoY growth, achieving successful acquisition by Pivotree.
- Led service delivery for Fortune 500 brands including Burberry, Restoration Hardware, and Michael Kors, managing mission-critical e-commerce infrastructure generating \$500M+ annually.
- Built and retained high-performance team of 30+ engineers and architects, achieving industry-leading employee retention and client NPS scores
- Established strategic partnerships with Cloudflare, New Relic, and Oracle, earning 2016 New Relic Platform Partner Award for innovation.
- Developed service delivery frameworks and operational playbooks that became foundation for acquirer's \$30M managed services division.

Chief Architect, E-Commerce – AT&T, Redmond, WA

1997 – 2008

Led enterprise architecture and platform strategy for \$2B+ annual digital revenue business.

- Directed technical strategy for AT&T's digital commerce platform generating \$2B+ annually and serving 13+ million customers across B2C, B2B, and customer care channels.
- Led architecture team through complete platform transformation, scaling from marketing site to full transactional system supporting 40% of U.S. wireless online sales.
- Managed critical platform stability during high-stakes launches including original iPhone release, maintaining 99.9% uptime during 10x traffic spikes.
- Established security architecture and governance for PCI and SOX compliance across multiple business units, protecting customer payment data and ensuring regulatory adherence.
- Mentored and developed team of senior architects while serving as final escalation point for executive leadership on critical commerce issues.

EDUCATION & TRAINING

B.S. Information Technology, University of Phoenix (With Honors)

Professional Development

- Leadership & Communication Professional Certificate – HarvardX, 2025
- Exercising Leadership: Foundational Principles – HarvardX
- Strategic Communication & Persuasion – HarvardX

Military Service

U.S. Army – Intelligence NCO (Top Secret/SCI Clearance). Defense Language Institute, Korean Language – Distinguished Graduate

THOUGHT LEADERSHIP & INNOVATION

- AI Commerce Platform Research – Developed serverless architecture patterns for next-generation e-commerce, exploring edge computing and AI-powered personalization.
- Industry Contributions – Published thought leadership on composable commerce platform strategies; co-authored Official PayPal Module for Oracle Commerce, widely adopted across Fortune 500 implementations.