

# Miles A. Camp

*Systems, Integration, and Platform Architecture*

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Over a decade of engineering across legacy enterprise systems and scalable startups, repeatedly owning architecture decisions across data, infrastructure, integration, and product delivery without waiting for a dedicated role to exist. That work spanned three different domains, each learned from scratch. Clear convictions followed: understand the system before changing it, ask the hard questions early, and ensure everyone is building toward the same goal.

## Experience

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### AdXcelerant

July 2024 - April 2026

Hired as a software engineering contractor, quickly expanded scope, and earned a full-time product role. Inherited a platform with significant observability gaps that reached leadership decision-making. Sole technical owner between external partners and the internal engineering team, covering integration architecture, observability, data, and infrastructure.

#### *Senior Product Owner - Integrations and Platforms*

- Owned integration architecture across six protocol variants, defining reusable onboarding patterns, canonical data contracts, validation rules, and reconciliation workflows. Grew active integrations from a mostly non-functioning network to 15+, driving monthly revenue from \$65K to \$177K.
- Designed a decoupled log instrumentation and event trace schema that made a high-volume decisioning engine observable end to end for the first time. Built on CloudWatch Logs Insights as a pragmatic, cost-efficient starting point, structured for ingestion by any standard APM/log aggregation platform.
- Drove the database scaling evaluation, ruling out Redshift migration and RDS upgrades through total cost of ownership analysis. Avoided a 2.5x infrastructure cost increase and cut query load times from 10 minutes to seconds through retention policies, automated table partitioning, and a redesigned aggregation schema.
- Remained hands-on across Rust backend services, the React frontend, and MySQL schema, resolving latency, correctness, and failure modes that would otherwise have stalled revenue-critical delivery.

### Grocery TV (formerly Popsots)

June 2018 - November 2023

Joined as the 7th employee to build a full-stack IoT platform from scratch. Spent five years scaling it from 100 screens to over 18,000 across 4,000 supermarkets nationwide, and through Series A and Series B fundraising.

#### *Senior Product Manager (2023)*

- Partnered with leadership, sales, data, and engineering to translate marketplace goals into a technical roadmap across platform optimization, reporting, integration reliability, and operational visibility. Led experimentation that informed platform optimization and equipped sales and account teams with performance insights.
- Served as technical authority and primary point of contact across 20+ external partnerships, owning partner communications through integration and escalation. Programmatic channels accounted for over half of company revenue at departure.

#### *Senior Software Engineer (2018 - 2023)*

- Diagnosed and resolved database connection exhaustion on self-hosted Postgres using pgBadger, introduced a Redis caching layer to eliminate redundant lookups, and migrated the full stack from Digital Ocean to AWS.

- Contributed to OTA update architecture for a fleet of 18,000 custom Android devices, defining staged rollout boundaries, compatibility constraints, approval gates, and rollback expectations across hardware generations and Android versions to reduce fleet-wide outage risk.
- Built a distributed, N-tier ad-serving platform connecting 18,000 edge IoT devices, backend services, data stores, and external marketplaces, scaling from \$0 to \$13M in programmatic revenue while establishing AWS CDK Infrastructure-as-Code standards.
- Generalized ad-serving platform tooling into a standalone SaaS architecture for an external customer, designing APIs and owning the technical relationship through a successful launch.
- Invested in junior engineers through structured onboarding and monthly 1:1s. One voluntary departure from a team of 6 over five years.

## Prometheus Group

June 2014 - November 2017

### ERP Software Developer

- Owned enterprise client engagements end to end for industrial clients including Kiewit, Hess, Shell, and Tesoro, translating asset maintenance workflows into SAP PM solutions across requirements, design, implementation, and long-term support.
- Delivered 30+ custom implementations across 10+ codebases, building fluency in ABAP and SAP PM on the job while supporting systems where maintenance failures created direct operational downtime.

## Technical Skills

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**Architecture & Systems:** Integration architecture, data contracts, N-tier applications, event-driven systems, observability design, infrastructure cost analysis, technical roadmaps, partner-facing technical delivery

**Languages & Frameworks:** TypeScript, Rust, Node.js, React, Next.js, Vue, Tailwind, ABAP

**Cloud & Infrastructure:** AWS (EC2, Lambda, ECS, S3, RDS, SQS, Athena, CloudFront, CDK, CloudWatch), Docker, Vercel, Cloudflare Workers

**Data & Observability:** Postgres, MySQL, Redis, Metabase, Looker, Datadog, Sentry

**Recent Project:** Photo Signal ([macamp0328/photo-signal](https://macamp0328/photo-signal)). A mobile PWA linking physical concert prints to metadata through client-side perceptual hashing, with images processed locally in the browser. Built end to end with Claude Code and GitHub Copilot across product concept, architecture, implementation, and iteration.

## Education

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### Elon University

August 2010 - May 2014

#### Bachelor of Science in Computer Science (Cum Laude)

Undergraduate Independent Research: Mobile Applications and Speech Therapy