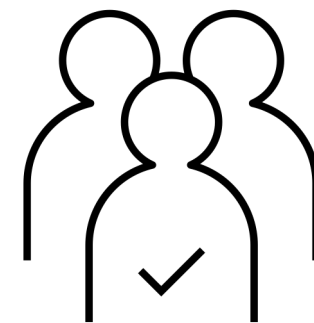
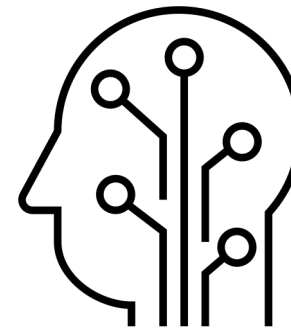
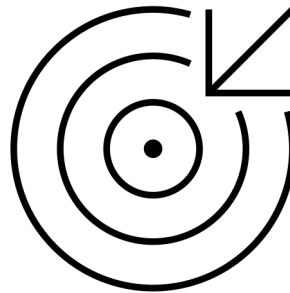
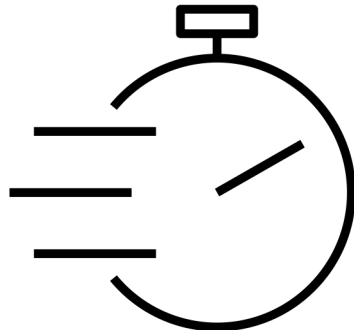
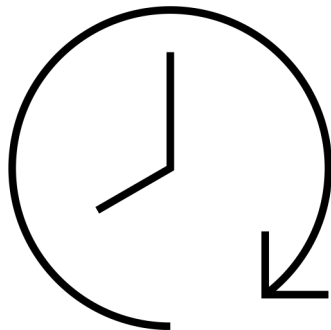
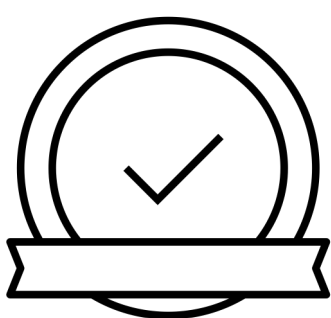


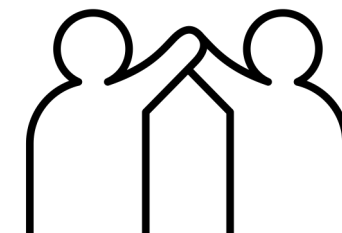
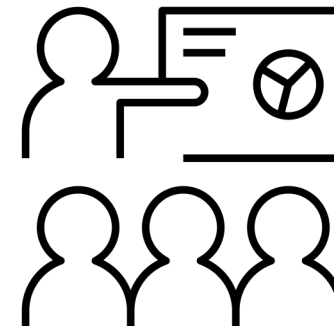
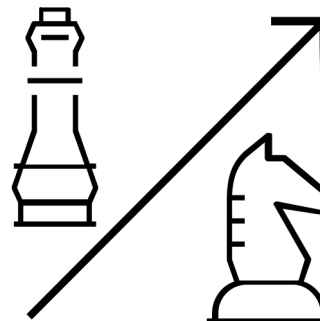
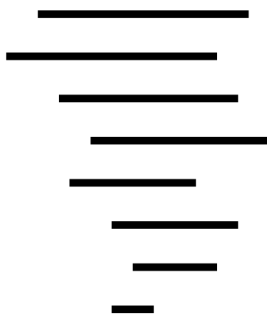
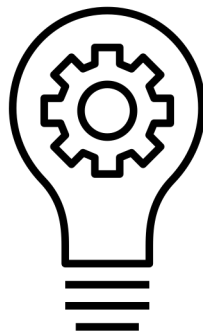
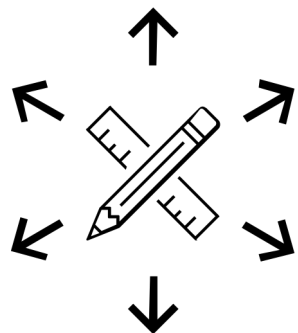
**travis smith**

**who's he?**



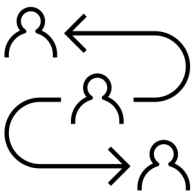


As an accomplished, future-oriented, performance-driven technologist, collaborator and leader, I continually expand upon my existing skill set to innovate, disrupt, strategically improve existing processes, & educate colleagues on the implementation of new technologies with an uncompromising & unapologetic commitment to excellence.

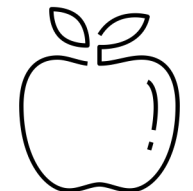
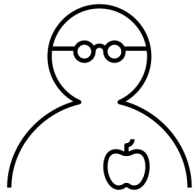


# travis's journey

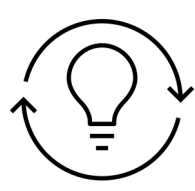
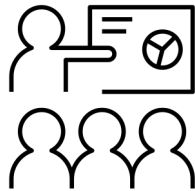
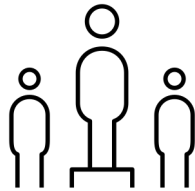
logistics  
operation  
supervisor  
& manager



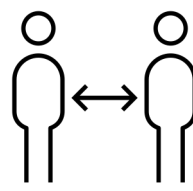
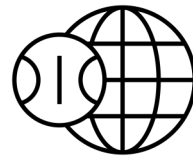
teacher &  
mentor



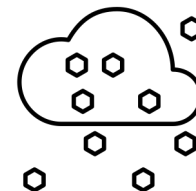
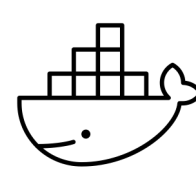
organizational  
& leadership  
development



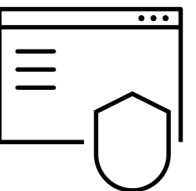
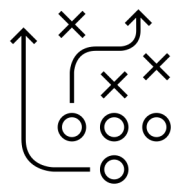
technology  
consultant



full stack  
developer

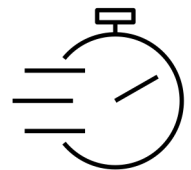
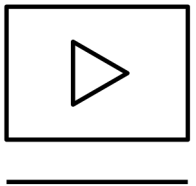


chief  
architect

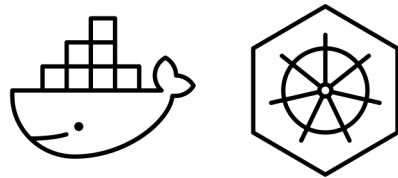


# travis's journey @ ibm

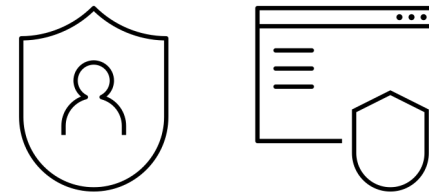
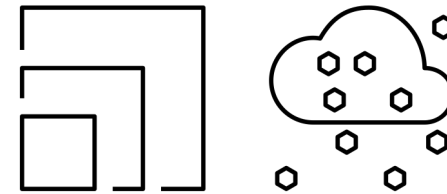
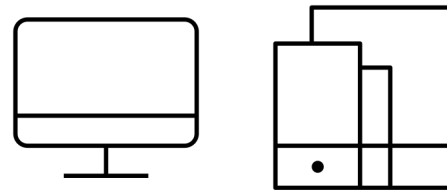
full stack  
developer



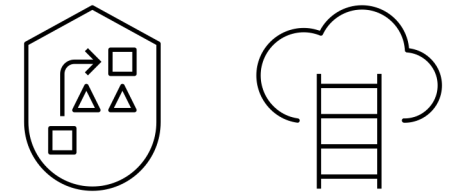
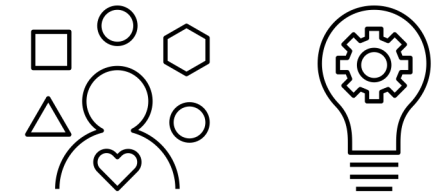
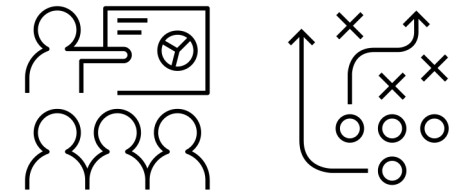
web architect



b2c enterprise  
architect



chief  
architect





**that's great...that's  
where he's been...but  
what does he do?**

# he knows his languages

(besides forgetting how to read high german,  
ελληνιστική & עברית ... greek & hebrew)

go

php

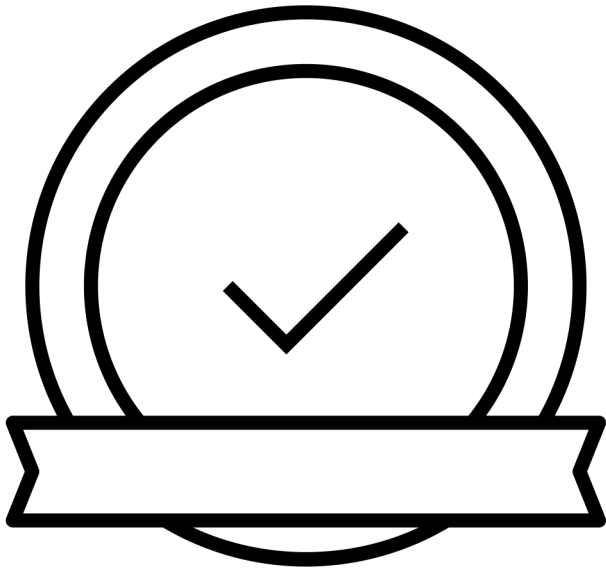
.py

.js

java

he's also very fluent in english & southern.

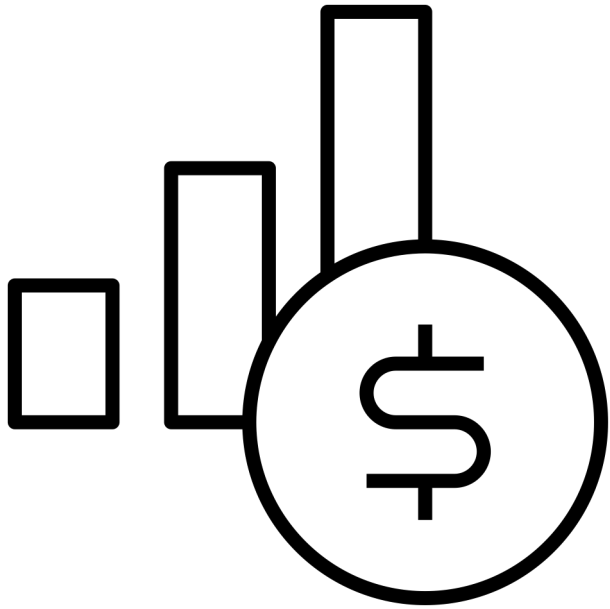
# he wins awards



IBM's OTAA Winner - *twice*  
(for IBM Cloud & Watson Ads), *plus*  
+ COVID Data Lake OTAA  
+ Architect for UPSX OTAA

IBM's Eminence & Excellence Award  
Winner

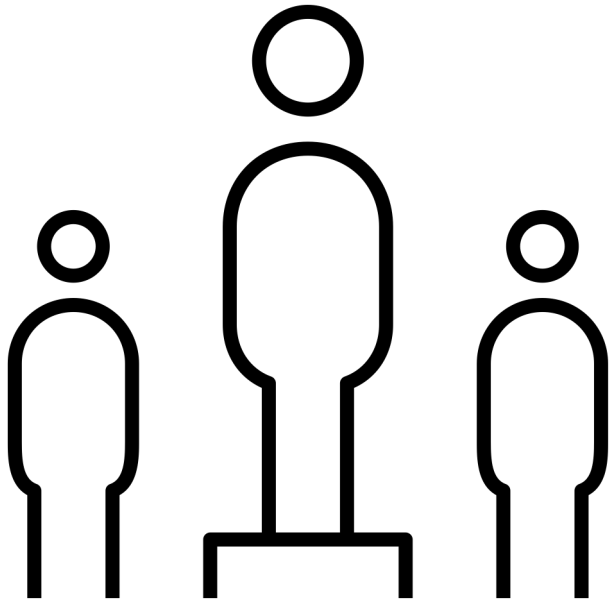




## he negotiates & saves a lot of money

- Manages \$10M Multi-CDN Budget with 30% YoY savings
- Reduced Cloud spend \$2M/yr
- Decreased operational expenses 2x

# he leads well



Serves on:

- 2 IBM Patent Development Teams
- STSM Appointment Board
- IBM Cloud Architecture Guild
- Gates Foundation Wisdom Council
- Ga. St. Univ. CS Advisory Board

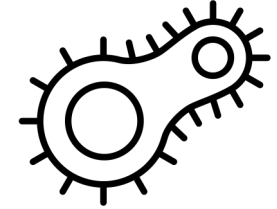
**ok. looks good, but  
what has he really  
done?**



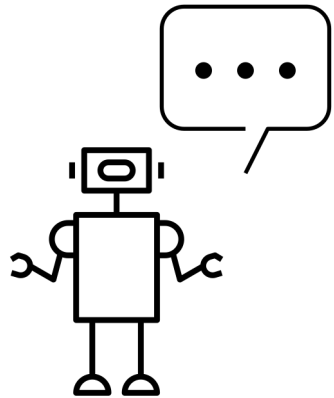
# ai/ml



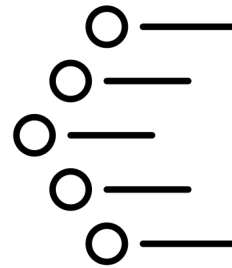
[TWC for Alexa](#)



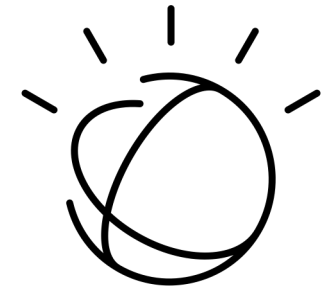
created [COVID dashboard](#)  
data lake & APIs



facebook bot



scaled  
[IBM Cognos Analytics](#)



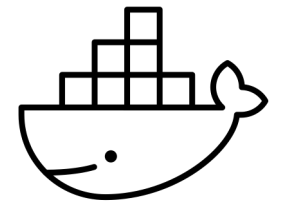
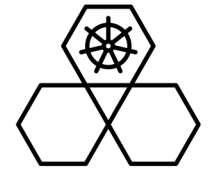
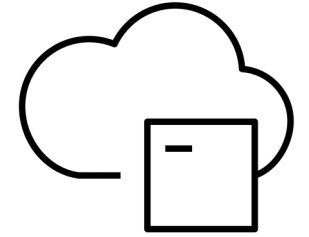
[Watson personal assistant](#)

# modernization

weather.com to K8S backend-for-frontend 🏆  
location services to K8S  
SUN API monolith decomposition to microservices

## @scale

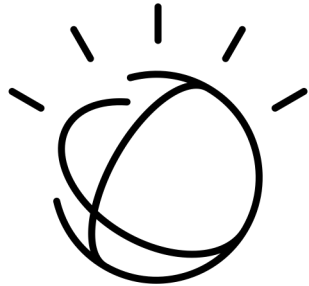
LS + SUN = 1.5 trillion requests per day  
Hurricanes = peaks of ~30k rps



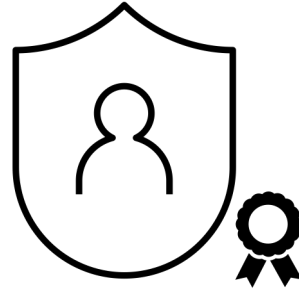
# real agile architecture



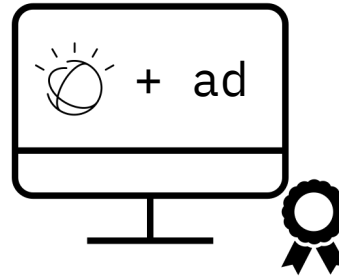
TWC ALIx architecture  
agnostic geo-alerting  
(2x faster than any 3<sup>rd</sup> party)



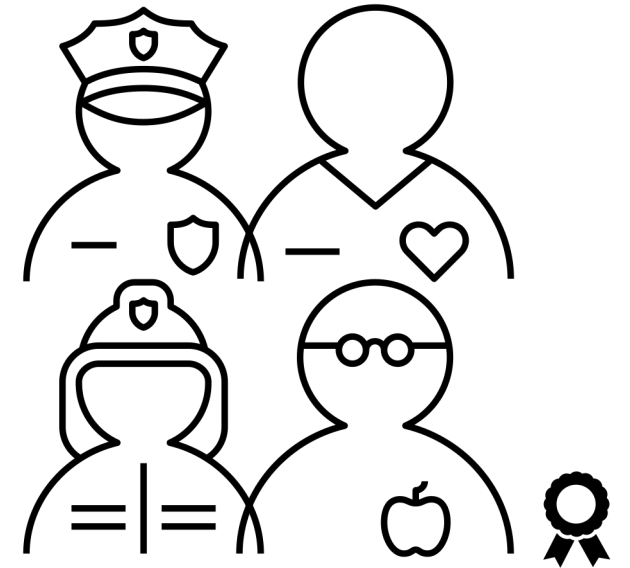
Created Watson Core's  
reference architecture  
go-to-market & inner-sourcing



TWC Privacy By Design

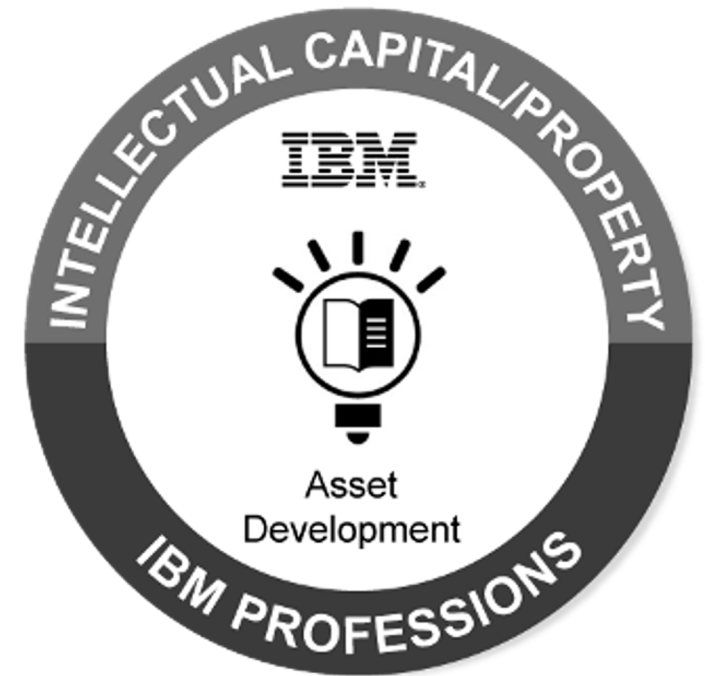
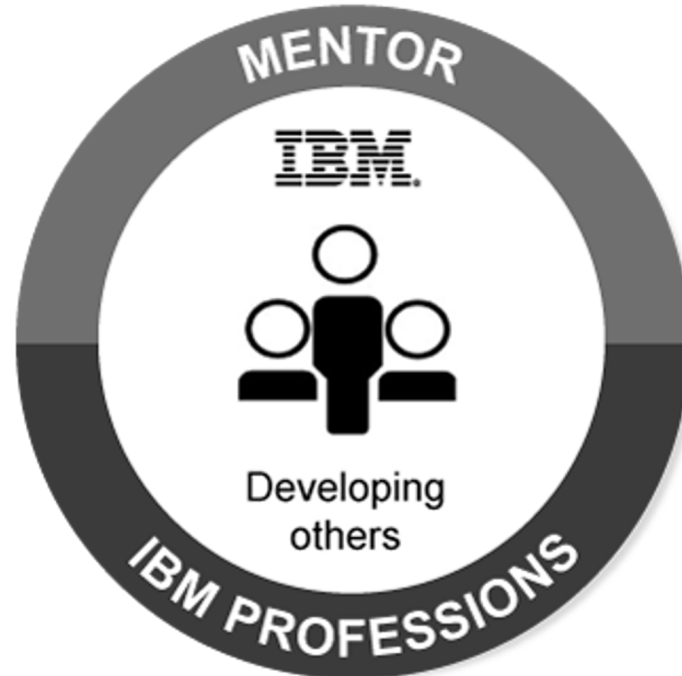
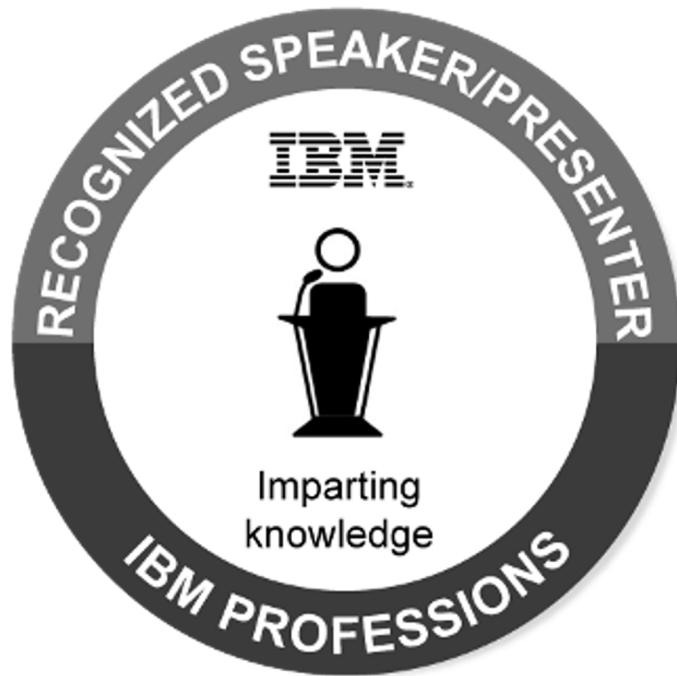


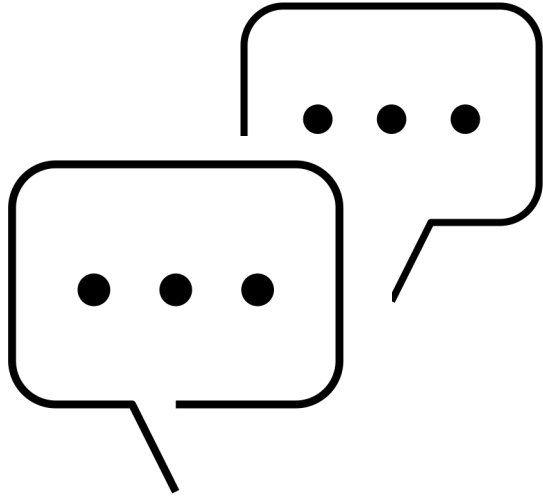
Watson Advertising  
Ad Builder  
(NLP conversational ad)



TWC UPSx architecture  
consumer profiles  
(~10k rps; IBM's ID: 50 rps)

# teacher, speaker & mentor





**don't just take his  
word, what do  
others say?**



# ivan's impression

...without him, I don't know how we would have achieved anything close to GDPR readiness.

With respect to patenting, Travis was one of the first technologists at The Weather Company to get engaged with the IBM patent process, learning how it worked and mentoring other people....



**Ivan Milman, STSM**  
IBM



**Neil Katz**

Chief Customer Officer  
Advance Local  
4-time Emmy Winner as  
Chief Editor

## neil's note

Travis has clearly demonstrated technical innovation and forward thinking...

Travis is also excellent at building a technical community through engaging multiple internal IBM teams and external developers.

# dave's details

He provided leadership to help us transition the Watson Ads platform to Cloud...define the security and API infrastructure. With his expertise and guidance, we've grown the Watson Ads platform into a fully-fledged SaaS tool available IBM Marketplace. His efforts helped us evaluate new optimized processes for bringing cognitive services into the platform employing Docker, Kubernetes, and he's helping us transition to IKS for continued efficiency and scalability.



**Dave Olesnevich**  
Chief Product  
Officer  
Watson Advertising,  
IBM

# daryl's declaration



**Daryl Partin**

Global Head of Data  
Management, IBM

Travis has an extraordinary depth and breadth in technical innovation, a keen eye for understanding business impact and application, and the unique ability to lead by doing when building a collaborative community and culture.

# jason's jots

Of the hundreds of people that work within WM&W, all being very professional and good at their jobs, Travis technical prowess and leadership abilities stand above the majority.



**Jason Summerour**  
Head of Code Pattern  
Development  
IBM



**Dan Berg**

Architect @ Oracle  
Distinguished  
Engineer, IBM Cloud

# berg's beat

I would consider him an expert in cloud-native architecture, deployment, and operations. I was always impressed with Travis and his depth of knowledge for designing a highly available application running within a Kubernetes environment.