

# MARK C. STARBUCK

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## DIRECTOR OF CLOUD OPERATIONS | ENGINEERING

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Senior director of cloud system engineering with extensive global experience leading business, technical, and analytical processes that increase profitability across organizations and create successful customer systems to support critical business infrastructure. Passionate, people-focused, results-driven leader dedicated to mentorship and enablement of employees, building trust with cross-functional teams while architecting cloud infrastructure and practices. Partner with clients to create superior technical and strategic solutions that meet unique needs and challenges.

*Areas of expertise include:*

- Performance Monitoring Systems
- Employee Mentoring & Development
- Cloud Migration Planning & Deployment
- Executive Communication & Presentations
- Security Regulation Compliance
- Customer Relationships & Service
- Virtual Machine Build Automation
- Technical Summaries & Documentation

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## HIGHLIGHTS OF PROFESSIONAL ACHIEVEMENTS

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***As Senior Director - Cloud Systems Engineering, MICROSTRATEGY:***

Direct architecture and deployment of complex cloud network platforms and mitigate any IT risk. Oversee daily workflow, morale, and career pathing of 3 teams comprised of managers and engineers developing, deploying, and maintaining cloud platforms as a service.

- **Retained large national client account through effective communication skills and relationship management expertise.** Improved performance of client's application and reporting services, resulting in substantial investment in MicroStrategy.
- **Managed over 200 customer cloud environment deployments per quarter in 2020.**
- **Developed and applied automated and centralized security controls** to company's 117 Amazon Web Services (AWS) and 27 Microsoft Azure accounts.
- **Collaborated with human resources, finance, and in-country resources** to ensure new global employees could operate on a 24/7 on-call schedule, alleviating pressure on US-based support teams.

***As Senior Platform Support Engineer, NETUITIVE:***

Managed end-to-end product life cycle for innovative AI-based performance monitoring platform while simultaneously providing support for legacy systems.

- **Migrated ticketing system** from legacy system to Zendesk, integrating with Atlassian and Jira to align support cases with engineering work and use Net Promoter Score (NPS) to measure customer feedback.

***As Premium Support Lead, MICROSTRATEGY:***

Led all technical customer support interactions and mentored 10 premium support engineers.

- **Created business continuity plan and yearly recertification testing** to ensure consistent and effective client support by Premium Support Engineers.
- **Managed 24/7 emergency escalation operations** and successfully resolved critical system outages for clients, including Target, Citibank, American Express, and Groupon.

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## PROFESSIONAL EXPERIENCE

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MICROSTRATEGY, INC. • Tysons Corner, VA

(2017-Present)

**Senior Director - Cloud Systems Engineering**

Recruit, hire, train, and manage multiple teams across 3 continents, including direct supervision of 5 managers. Lead design, deployment, and support of cloud platform as a service, managing all architecture updates, cloud migrations, and security protection. Collaborate with security and engineering teams to identify, isolate, and mitigate vulnerabilities using AWS and Microsoft Azure cloud products. Develop and implement platforms that allow clients to quickly deploy security changes across hundreds of machines. Represent company in discussions with auditors and ensure security compliance to achieve annual recertification for ISO27001/2, SOC2 Type II, and PCI-DSS. Create and deliver executive presentations, regularly distilling complex technical information into sales and finance language to educate leadership on practice, program, capability, and incident status.

## MICROSTRATEGY, INC. CONTINUED

- **Initiated and established standardized 24/7 alarm monitoring operation**, developing alarm schemas and response protocols, and converting to scalable platform solutions to ensure immediate response times and avoid service outages. Reduced alarms from 14,000 per day to 2,000 per week.
- **Analyzed and unified deployment pipelines to standardize customer environment deployment**, reducing build time from 2 weeks to 6 hours. Added automation capabilities and further reduced build time from 6 hours to 3 hours, enabling acceleration of large-capacity scalable initiatives and driving significant increases in productivity.
- **Increased employee satisfaction and retention** by cultivating an open, positive learning culture.
- **Realized over \$2M in cost savings** through AWS enterprise discounts, restructure of reserved instance strategy, and optimization of data retention and deletion policies.

NETUITIVE • Reston, VA

(2015-2017)

### Senior Platform Support Engineer, Technical Account Manager

Supported customer through end-to-end product life cycle, including initial introduction, onboarding, configuration, training, and technical support for AI-based capacity monitoring system in startup environment. Trained and mentored all new engineers in platform to ensure competency and effectiveness in customer interactions. Provided maintenance and technical support for legacy monitoring products. Consistently received 100% customer satisfaction scores for support and account management during 2-year tenure.

- **Acquired comprehensive functional understanding** of development process and overall value of performance monitoring, monitoring systems, and integration of open-source platforms.
- **Provided sole maintenance and technical support for legacy monitoring products**, single-handedly supporting and maintaining Verizon's performance monitoring systems.

MICROSTRATEGY, INC. • Tysons Corner, VA

(2011-2015)

### Premium Support Lead

Joined team as front-line engineer; quickly promoted to Premium Support Lead. Managed all technical client account interactions, including case management, issue resolution, and on-site visits. Mentored and managed 10 engineers, providing daily technical and managerial expertise and escalation support for customer needs. Created and communicated ongoing project reporting for sales and customer stakeholders and developed and presented executive summaries. Provided on-site subject matter expertise to assess, mitigate, and rectify customer system issues, resolving incidents, allowing customers to move forward, and increasing confidence in MicroStrategy.

- **Established new pod-based customer ownership model still in operation today**, reducing number of escalations to back-end support teams by 80% and improving customer experience.
- **Created concept and developed database and backend architecture for case management mobile app** used by internal teams to review and discuss customer case resolution.

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY • Blacksburg, VA

(2008-2010)

### Technical Consultant, University Computing Support (4HELP)

Provided daily operation technical support on email, networking, and software issues. Developed and facilitated training of incoming students on all university technologies, including instructional videos, presentations, and software packages, and provided troubleshooting and connection support on-campus; presented educational content to over 18,000 students during tenure. Created campaigns to recruit and hire new technicians to support any connectivity issues or emergencies across all student housing.

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## EDUCATION

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VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY, Blacksburg, VA

**Bachelor of Arts, History**