

Russell Winters

Atlanta, GA
Platform Architect | Lead Software Engineer

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Summary

Platform Architect and Lead Software Engineer with 30+ years designing, building, and modernizing large-scale digital platforms for global media, enterprise, and academic organizations.

Works closely with clients to translate technical complexity into business-aligned solutions, specializing in high-traffic CMS ecosystems, multi-tenant architectures, and cloud-native platform modernization. Proven track record leading complex engineering initiatives end-to-end, from system design through implementation, while remaining deeply hands-on.

Experienced in integrating AI/LLM capabilities into production systems, including RAG-based knowledge platforms and AI-assisted engineering workflows.

Core Expertise

LEADERSHIP

Technical Leadership • Delivery Ownership • Platform Strategy • Client Relations • Stakeholder Communication
Cross-Team Collaboration • Engineering Mentorship

ARCHITECTURE & SYSTEMS

Platform Architecture • Distributed Systems • Cloud-Native Architecture • Multi-Tenant Platforms • API Architecture
Event-Driven Systems • Serverless Systems • Legacy Modernization

CONTENT & EXPERIENCE PLATFORMS

Headless CMS • Multi-Site CMS Ecosystems • E-Commerce • Editorial Workflow Systems
High-Traffic Publishing Platforms

TECHNOLOGIES

Drupal • PHP • PayloadCMS • JavaScript • TypeScript • Node.js • React • Next.js • Python • Sass • Tailwind CSS

CLOUD & INFRASTRUCTURE

AWS • Google Cloud Platform • Docker • Linux • Apache • Nginx • CI/CD Pipelines • Composer • NPM

DATA & INTEGRATION

ETL Pipelines • BigQuery • Vertex AI • DynamoDB • PostgreSQL • MySQL • RabbitMQ • REST • JSON:API

AI & MODERN ENGINEERING

AI-Assisted Development (Claude, Codex, JetBrains AI) • LLM Integration • Retrieval-Augmented Generation (RAG)
AI-Generated Code Evaluation • Workflow Automation

Highlights

- Led parallel delivery streams across enterprise engagements, serving as the interface between distributed engineering teams and non-technical stakeholders
- Owned system architecture and production decision-making for high-traffic platforms serving millions of users
- Evaluated and incorporated AI-assisted development tools into engineering workflows
- Designed and maintained extensible CMS architectures and multi-tenant systems supporting diverse use cases
- Engineered production business platforms across seven industries, maintaining continuity from initial architecture through long-term operational support

Professional Experience

Platform Architect / Lead Software Developer | IfThen LLC - Atlanta, GA | 2014 – Present

Architect and lead engineer for enterprise digital platforms serving global media companies, universities, and Fortune 500 organizations. Own platform architecture, technical direction, and implementation while acting as a primary technical interface for clients, translating business needs into system design and guiding delivery decisions.

- Provided technical leadership across multiple teams and stakeholders, aligning architecture with business goals, delivery timelines, and long-term platform evolution
- Architected and delivered a 60+ site multi-tenant Drupal platform supporting research institutes and editorial teams at the University of Chicago, enabling scalable content publishing and centralized governance, while advising stakeholders on implementation strategy, sequencing, and long-term platform evolution
- Built high-traffic media platforms for NBC Sports and NFHS Network, integrating video management, broadcast scheduling, and live-streaming systems
- Designed and implemented multilingual publishing platform for National Geographic (EU & LATAM), including automated translation workflows and regional content distribution
- Led transition to headless CMS architecture using Drupal + JSON:API with Next.js frontends, improving performance, flexibility, and developer velocity
- Developed and supported cloud-native applications on AWS and GCP for enterprise clients including Coca-Cola and World of Coca-Cola
- Applied AI-assisted development workflows in daily engineering practice, including reviewing and refining AI-generated code for production deployment
- Architected and implemented a RAG-based knowledge and content discovery system using Google Cloud Vertex AI, improving internal search and editorial research capabilities
- Designed event-driven ingestion and data processing pipelines to support scalable content and media workflows

Selected Clients: National Geographic • NBC Sports • Coca-Cola • University of Chicago • NFHS Network • American Cancer Society • Anheuser-Busch • NCAA • AT&T • Aflac • Cricket Wireless

Founder / Principal Software Engineer | DiversiCon, Inc. - Atlanta, GA | 1996 – 2014

Founded and led a custom software development firm delivering operational and enterprise systems for manufacturing, motorsports, and industrial clients. Owned product architecture, development, and client delivery end-to-end, acting as primary technical advisor to clients on system design, tradeoffs, and implementation approach.

- Architected DiversiWare, a modular enterprise platform supporting inventory, production scheduling, purchasing, forecasting, and fulfillment
- Built real-time inventory and component tracking systems used in professional motorsports, including Bill Davis Racing's 2002 Daytona 500-winning team
- Delivered manufacturing management systems for textile and industrial operations, improving planning accuracy and operational efficiency
- Integrated systems with accounting platforms, barcode hardware, and early e-commerce solutions
- Led transition of legacy desktop systems to web-based LAMP and Drupal platforms, modernizing client infrastructure

Selected Clients: Bill Davis Racing • Triad Racing Development • Turner Digital • NBC Universal • Aubrey Daniels International • Timber Products Inspection

Co-Founder / Principal Software Engineer | Cycle Salvage Systems, Inc. - Atlanta, GA | 2006 – 2010

Co-founded and developed a SaaS platform addressing fragmented inventory visibility in the motorcycle salvage industry.

- Architected multi-tenant SaaS platform supporting dealer inventory management and storefronts
- Built centralized cross-dealer parts search, enabling real-time inventory discovery across distributed businesses
- Led product development, deployment, and customer onboarding across multiple markets