

Mike Moore, MBA

mike@themsquared.com • 980.215.4416

<https://www.linkedin.com/in/sparkymike/>

WEB: webofmike.com • Vancouver, WA

GITHUB: <https://github.com/themsquared>

Additionally hold Australian PR

Solution Architect & Global Sales Engineering Leader

Award-winning professional with extensive experience establishing and leading high-performing sales engineering teams across multiple regions, including Asia-Pacific and the United States. Proven track record of driving technical wins and business growth, with expertise in developing and executing go-to-market strategies, aligning technical solutions with customer requirements, and delivering impactful thought leadership. Adept at collaborating with cross-functional teams to prioritize and implement product enhancements, optimize sales processes, and achieve consistent revenue growth. Recognized for exceptional leadership, strategic vision, and ability to mentor and develop talent, contributing to significant ARR increases and successful enterprise engagements globally. Proficient in enhancing efficiency and effectiveness in sales and technical operations.

- **Visionary Leadership:** Recognized for setting strategic direction and inspiring teams to exceed performance targets through innovative thinking and collaborative problem-solving.
- **Team Development and Mentorship:** Cultivated a culture of excellence and continuous learning by implementing robust training programs and mentorship initiatives.
- **Strategic Partnership Building:** Successfully forged and maintained strategic alliances with key industry partners to expand market reach and drive revenue growth.

Areas of Expertise

<ul style="list-style-type: none">• Team Leadership & Development• Data-Driven Decision Making• Cross-Functional Collaboration• Technical Leadership	<ul style="list-style-type: none">• Pre-Sales Consulting• Customer Engagement• Product Management• Technical Solutions Design	<ul style="list-style-type: none">• Cross-functional Collaboration• Mentorship & Coaching• Global Market Expansion• Revenue Growth
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Technical Proficiencies

Technology & Development	AI/ML, GenAI, Kubernetes, Docker, Microservices, DevOps, Scalability, Cloud Computing, APIs, REST, Web Services, OOP, SSL, Networking, SNMP, nginx, Apache, HAProxy, rabbitMQ, ActiveMQ, NoSQL (Cassandra, MongoDB), SQL (MySQL, PostgreSQL), Linux, Windows, MacOS, Datadog, Open Source, GitHub, APM, CI/CD
Programming Languages	Node.js, TypeScript, Python, Go, C#, React, React Native, CSS, HTML, XML
Google Cloud Platform (GCP)	GKE, GCE, AppEngine, IAM, Cloud DNS, Container Registry
Azure	AKS, Azure VM, SQL Database, Redis Cache, Cosmos, Azure Fundamentals Certified
Amazon Web Services (AWS)	EKS, EC2, IAM, Route53, ECS, Lambda, RDS, ELB, Alexa, CloudWatch, SNS, SQS, API Gateway, Elasticache

Professional Experience

Founding Solutions Architect - Groundcover

2024 — Present

Cooperate with sales leadership to drive go-to-market (GTM) strategies, develop value-based messaging, and synchronize demos, technical engagements, and proofs of value with the Cortex value framework. Liaise with marketing and sales teams to deliver impactful webinars, conference presentations, and whitepapers focusing on eBPF and Observability. Prioritize and scope customer requirements, align them with the groundcover platform, and provide detailed roadmaps,

delivery estimates, and feature specifications to secure technical successes while collaborating with engineering and product teams.

Major Contributions:

- Established a robust technical framework as well as the groundwork for a future sales engineering program.
- Regularly evaluated, adjusted, and optimized key performance indicators (KPIs), sales processes, and partnerships with Sales to ensure continuous improvement and alignment.

Head Of Sales Engineering - Cortex

2022 – 2024

Joined Cortex as the fifth employee and first sales engineer to establish a technical presales organization. Developed Mid-Market and Enterprise Sales Engineering teams to synchronize technical selling activities with sales teams across various markets. Collaborated closely with engineering and product teams to prioritize, scope, and align customer requirements with the Cortex platform, delivering roadmaps, delivery estimates, and feature specifications to achieve technical success.

Major Contributions:

- Contributed to every deal either technically or through management and coaching, driving Cortex’s business growth to \$10MM in ARR within two years.
- Analyzed, refined, and optimized KPIs (technical wins, POV cycle times, demo conversions), sales processes, and Sales partnerships for continuous improvement.
- Worked with sales leadership to shape GTM strategies, craft value-based messaging, and align demos, technical engagements, and proofs of value with the Cortex value framework.

Sales Engineering Manager - ModuleQ

2021 – 2022

Engaged in scoping products, gathering feedback and requirements, and overseeing technical project management to introduce new features for both new and existing customers. Achieved technical successes, defined new product features, and partnered with engineering to implement product improvements. Collaborated daily with customers, sales, engineering, marketing, support, and other departments to meet defined business goals.

Major Contributions:

- Planned and conducted sales meetings with prospects and current customers, and managed pilot installations via Azure and AKS. Developed customer metrics platforms to deliver insights to stakeholders in Sales, Engineering, and the executive team.

Senior Manager, APAC Observability Sales Engineering- Splunk

2020 – 2021

Delivered thought leadership in the Asia-Pacific region through conference presentations, executive briefings, and architecture reviews. Established and led the observability consulting sales engineering team in the Asia-Pacific region at Splunk. Spearheaded end-to-end functions associated with recruiting talent in the region, supporting customer engagements, educating the organization on Observability, and providing strategic guidance to customers and executives on enhancing business process visibility and IT system performance. Offered product feedback, direction, messaging, and market strategy insights. Collaborated with senior management, product management, and engineering to shape go-to-market strategies, processes, and technical engagement best practices in Asia-Pacific.

Major Contributions:

- Expanded and developed a team of specialist sales engineers across multiple countries to consult on Splunk’s Observability Cloud solutions and platform.
- Led marketing and sales initiatives, achieving consistent technical wins, and delivering an exceptional customer experience for Splunk’s Observability business unit in Asia-Pacific.
- Completed Splunk’s leadership development and business strategy programs. Participated in Splunk’s global mentorship program, working with mentees and mentors across the US, APAC, and EMEA.

Asia Pacific Regional Manager, Enterprise Solutions Engineering – Datadog

2019 – 2020

Relocated from the US to Australia to establish Datadog’s inaugural Asia-Pacific Sales Engineering team while focusing on hiring, onboarding, training, mentoring, and serving as a player-coach for Datadog’s Enterprise Solutions Engineering team. Coordinated the APAC SE team’s activities to achieve technical wins and foster strong relationships within new, prospective, and existing accounts. Recruited, hired, ramped up, and enabled eight senior sales engineers across ANZ, ASEAN, Korea, and Japan, laying a solid foundation for future growth and leadership in each region.

Major Contributions:

- Grew the team size up to 16 Solutions Engineers by the time of departure. Onboarded a director, ensuring a smooth team transition and establishing a structure to support significant growth in the second year including:
 - Identifying strong internal leaders for promotions in regional areas (Japan, Korea, ASEAN, ANZ).
 - Focusing on strategic and high-growth accounts.
 - Optimizing workflows and SE engagement processes.
- Accelerated annual revenue growth from \$20MM to \$50MM+ across APAC in the first year including highlights in the following areas: \$7MM+ ARR Opportunity in Korea
 - \$5MM+ ARR Opportunity in Japan
 - \$2MM+ ARR Opportunity in India
 - \$600K+ ARR Opportunity in ANZ

Southeast Us Team Lead, Enterprise Solutions Engineering – Datadog

2017 – 2019

Served as the lead solutions engineer for major enterprise accounts in the Southeast, providing strategic guidance for full-stack visibility and reducing time-to-resolution through demos, POVs, technical expertise, business value assessments, ad-hoc sessions, and workshops. Guided team to support on-site visits, technical discussions, meetups, technical presentations, speaking engagements, and conducted technical and business-value engagements with customer staff from core IT to C-level executives.

Major Contributions:

- Acted as a player-coach sales engineer, responsible for recruiting, interviewing, onboarding, mentoring, demo certification, training, and scheduling.
- Led solutions engineers to achieve the technical win on Datadog's largest new business deal, valued at \$2M ARR in 2018.
- Secured dozens of new enterprise clients globally, generating over \$5.5M in new annual revenue in Q1 2018 while collaborating with sales and engineering teams.
- Awarded Q3 2018 Sales Engineer of the Quarter and inducted into the President's Club.

Senior Solution Strategist - CA Technologies

2016 – 2017

Successfully sold to CA's top-tier and largest accounts in the mid-Atlantic region, delivering strategic guidance on development, deployment, CoE development, and business and technical strategies for APIs, Microservices, OAuth, Mobile, and IoT.

Major Contributions:

- Closed over \$1M in new business, encompassing products, services, and cross-platform connectivity.

Principal Consultant - CA Technologies

2015 – 2016

Deployed technical depth and expertise around API Management tools to secure the technical and business-value win in our Named, Growth, and Platinum tier accounts. Enabled sales teams to identify, navigate, and manage opportunities.

Additional Experience

Field Sales Engineer - AC Technical Services, Field Sales Engineer - National Instruments, Electrical Engineer/
Manufacturing Engineer - L-3 Communications - Warrior Systems Division (Held US Secret Clearance)

Education

Master of Business Administration | Quantic School of Business and Technology

B.S. Electrical Engineering | The University of Arizona

Minor in Computer Engineering, Physics, Math