

Chino Hills, California

Fredrick L. Roby

Enterprise AI and product engineering executive.

Head of Solutions Architecture, Hi-Tech, Electronics & Semiconductor at Amazon Web Services.

Twenty-five years spent building the technology that didn't exist yet, then making it work at scale — ranking systems for tens of millions of people, streaming platforms, 100-person product organizations, and now production AI for the enterprise. I run a multi-billion-dollar technical business and still write and deploy the code.

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I build and lead the technical organizations that take AI from a promising demo to something a large enterprise actually runs in production — the architecture, the evaluation, the governance, the path to deployment, and the people who carry it.

At AWS I lead Solutions Architecture for a multi-billion-dollar hi-tech and electronics segment: a 44-person distributed organization of senior managers, Principal Solutions Architects and builders, co-owning revenue, pipeline, consumption and technical-win outcomes with Sales. I created the agentic AI workshop and GenAI path-to-production framework now used across US Enterprise and Canada, and built the AI-generated field-insight and resource-allocation mechanisms our leaders plan with.

Before AWS I ran product and engineering at WarnerMedia, Outlook Amusements, Green Dot, Dollar Shave Club and Myspace — 100+ person organizations, 60+ applications, consumer platforms at national scale. I've been a founder twice and hold two patents.

I'm still hands-on. I architect and code agentic applications on AWS and Google Cloud with Kiro CLI, Claude CLI, Claude and Codex, and I ship consumer-facing AI products on my own time. The reason I can lead this work credibly is that I do it.

Products I designed, wrote and deployed myself, outside of work. All of them run in production on AWS today.

Fund My Squad

Turns any event into a fundraiser — ticketing, donations and product sales in one place, free for the organizer. Built for teams, schools and community groups.

Server-rendered application behind CloudFront, with payments and multi-tenant organizer accounts.

fundmysquad.com

TrueAvail

Persona-based scheduling pages backed by a single view of availability across Google, Microsoft and Zoho calendars — so one person can publish different booking rules for different audiences without double-booking themselves.

Three calendar APIs reconciled into one availability model, each with its own recurrence, free/busy and timezone semantics.

trueavail.app

Konklave

A community platform for Greek-letter organizations — member directory, chapter browsing, events and engagement — white-labeled so each organization gets its own brand, domain and member base on shared infrastructure.

Multi-tenant, one codebase, deployed per organization.

konklave.app crimsonconnect.app thecrest.app

Experience

Amazon Web Services

2020 — Present

Head of Solutions Architecture, Hi-Tech, Electronics & Semiconductor — 2022 — Present

- Created an agentic AI workshop and GenAI path-to-production framework that converted measurable pipeline, supported customer production deployments, and brought some GenAI proofs to completion in roughly **48 hours**; built AI-generated field-insight, enterprise-goals and resource-allocation mechanisms adopted across US Enterprise and Canada.

- Guide C-suite, board-level and senior technical stakeholders from business case and discovery through architecture, implementation roadmap, governance and production readiness across AI, agentic AI, HPC, cloud modernization, hybrid and on-premises environments.
- Lead a 44-person distributed Solutions Architecture organization — seven direct reports across five districts and eight technology subsegments — serving technically demanding hi-tech and electronics enterprises.
- Operate against a quota-linked performance model; co-own segment revenue growth, pipeline, consumption, launched revenue and technical wins with Sales leadership. Authored the multi-year strategy and three-year revenue plans that delivered sustained growth across consecutive fiscal periods.
- Set technical strategy on marquee pursuits, including a **first-of-its-kind Bedrock agreement**, competitive hyperscaler displacements and multi-year professional-services expansion; influenced hundreds of millions of dollars in cloud revenue, and led a cross-regional technical motion to a 58% technical win rate.
- Develop senior technical talent as an Amazon Bar Raiser: **10+ promotions in six years**, four to Principal, three individual contributors into management, with annual departures held below three.
- Remain a player-coach — architected and coded an AI-driven customer-resiliency platform, and built internal agentic applications for talent mobility and candidate sourcing with Kiro CLI and Claude CLI.

Enterprise Leader, Solutions Architecture — Northern California — 2021 — 2022

- Led customer-facing Solutions Architecture teams across healthcare and life sciences, hi-tech manufacturing, financial services, retail, media and automotive.

Senior Leader, Solutions Architecture — Greenfield Enterprise — 2020 — 2021

- Built and scaled technical field teams serving net-new enterprises across Southern California, Hawaii, Phoenix and the Mountain States.

WarnerMedia

2017 — 2020

Vice President, Global Business-to-Business Applications — Burbank, California

- Led a global organization of 100+ employees, consultants and partners across engineering, product, QA and program management; owned delivery and reliability for 60+ streaming, video-on-demand, web, mobile, desktop and connected-TV applications.
- Saw the gap before the market did and launched an internal virtual premiere platform — live streaming, on-demand and audience engagement — that cut per-event cost by **80%** and gave the studio first-mover advantage as the pandemic closed theatres.
- Consolidated the application portfolio by a third for **\$3.5M+ in first-year savings**.

Outlook Amusements

2013 — 2016

Vice President, Software Development — Burbank, California

- Led a 40+ person software engineering, data, quality, CRM and telephony organization on a \$3.7M annual technology budget.
- Invented a web and mobile virtual-consultation model connecting clients to advisors in a single click; named inventor on the resulting published US patent application.

YP

2013

Technology Consultant — Glendale, California

- Designed an enterprise service bus, operational dashboard and administrative tooling that streamlined fulfilment of online advertising products.

Dollar Shave Club

2012

Chief Technology Officer — Santa Monica, California

- Defined the early technology vision, architecture, infrastructure, budget and hiring strategy, and built the engineering organization and technical foundation behind the company's **\$9.8M Series A**.

Green Dot Corporation

2011 — 2012

Senior Director, Interactive Development — Monrovia, California

- Set technical direction, development methods and success metrics for interactive financial technology products across onshore, nearshore, offshore and partner teams.

Myspace

2007 — 2011

- Designed a multidimensional content-relevance algorithm — weighing recency, engagement, content taxonomy and user affinity — that lifted engagement **80%+ within two months** and became the basis for granted US Patent 8,930,453.
- Led a 19-person cross-functional engineering, program and quality organization, directing a stream architecture serving **30M+ unique daily users** through a major company relaunch.
- Established technical partnerships with Twitter, Facebook, Google and Yahoo.

ExchangeBlvd.com

founded

1999 — 2017

Chief Technology Officer & Founding Developer

- Built an online golf-equipment marketplace that used live transaction data to establish a real market price for used clubs — an early proof of data-driven commerce, run alongside the roles above for eighteen years.

Vyoo

co-founded

Alongside

Co-Founder & Chief Executive Officer

- Led development of a community and social platform that became the official hub for Holliblu, a private nurses community, and was later acquired by Nurse.com.

Sprint

1997 — 1999

Software Engineer — Reston, Virginia

AI and engineering

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|--|------------------------|--|
| - Enterprise AI | - AWS Bedrock | - Cloud, hybrid, VPC and on-premises architecture |
| - Generative AI | - Claude | - High-performance computing, storage and networking |
| - Production agentic and multi-agent systems | - Claude CLI | - Enterprise integration |
| - Large language models | - Kiro CLI | |
| - Retrieval, evaluation and model deployment | - Codex | |
| - AI governance and safety review | - AWS and Google Cloud | |

Leading the organization

- | | | |
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| - Solutions Architecture leadership | - Strategic pursuits and technical wins | - Partnership with sales, product and customer success |
| - Product and platform engineering | - Pipeline, revenue and consumption ownership | - Talent acquisition, development and succession |
| - Organization design and transformation | - Business cases and implementation roadmaps | - Amazon Bar Raiser |
| - Executive workshops and technical discovery | | |

Education

MBA, UCLA Anderson School of Management
BS, Computer Engineering, Cornell University
BS, Physics, Lincoln University

Patents

US 8,930,453 — Social Networking Relevance Index. Granted.
US 2016/0063448 — Establishing an Open Communication Channel With an Advisor Via a Mobile Device. Published application.

Industries

Hi-tech and electronics · Media and entertainment · Financial services · Healthcare and life sciences · E-commerce and subscription platforms · Retail · Automotive · Semiconductor

Certification

AWS Certified AI Practitioner, 2025
AWS Certified Solutions Architect — Associate, 2021

Communities and speaking

Panelist, “AI in Digital Implementation”, Design Automation Conference
Speaker on diversity in tech, Nextplay Tech Spotlight
Founder of two executive technology communities at AWS