

Colin McNamara

Austin, Texas · colin@2cups.com · [LinkedIn](#) · colinmcnamara.com

Technology executive and practice builder with 25+ years building and scaling infrastructure for the world's most demanding environments. Built a \$180M/year line of business in 36 months at NexusIS (acquired by Dimension Data). Co-founded Always Cool Brands — zero to \$9M ARR in 3 years — then automated and delegated operations to focus on the proprietary AI systems that keep the business running and safe. At Oracle, owned 4 global services spanning 64 data center networks and 116,000 devices; managed 38 audits/year (FedRAMP, SOC, PCI). Now deepening agentic AI methodology across FDA, nuclear (NRC), and financial services workflows. USMC veteran. Founder of one of Austin's largest AI meetups (1,700+ members).

PROFESSIONAL EXPERIENCE

2 Cups Solutions — Founder & Principal

2002 – Present · Austin, TX

Technology consulting practice since 2002. Currently focused on agentic AI for highly regulated industries — applying lessons from FDA and NRC-regulated environments to financial services, where FINRA's December 2025 requirements now mandate the same oversight and auditability disciplines.

- Architecting multi-agent systems (Claude Code, LangGraph, MCP) with skills-based orchestration via Claude Agent SDK and DeepAgents — full lifecycle from design through production deployment and observability
- LLM-as-judge infrastructure and evals pipelines for continuous auditing — governance frameworks per industry (FDA, NRC, FINRA). Both threat defense (prompt injection, MoE layer poisoning, guardrails) and innovation capture (surfacing good IP/patterns into self-reinforcing loops)
- FrawdBot — insider threat detection for Google Workspace: behavioral pattern analysis, graph neural networks, LLM-driven forensic investigation. Self-Improving Code (SIC) — autonomous code generation and refinement
- Cloud and local: LangSmith, LangFuse, ClickHouse, Ollama, air-gapped fine-tune distribution. LangSmith Ambassador

Always Cool Brands LLC — Co-Founder & Co-Manager

2022 – Present · Austin, TX

Co-founded food tech company as 49% owner and co-equal manager (one of two board members). Grew from zero to \$9M ARR in just over 3 years. Thesis: combine CPG recurring revenue (0.8–2x multiplier) with proprietary AI software (5–9x multiplier) to target ~\$40M valuation. National retail including Sprouts, national organic retailers, and regional chains.

- Embedded in the full CPG concept-to-cash workflow: reverse-engineering top-selling products, replacing dyes and harmful additives with clean-label alternatives, optimizing supply chains, and writing applications for every inefficiency and risk encountered along the way
- Applied Lean Six Sigma methodology (DMAIC) to CPG operations — AI-powered spectrum analysis for automated nutritional computation, FDA compliance workflows including automated labeling and retail submission pipelines
- Built a custom AI-powered ERP system (Always Cool AI) from the ground up — integrated AI-driven fraud detection, purchase order processing, inventory management, and oversight across co-manufacturers, ingredient suppliers, brokers, and 3PL partners
- Led engineering and finance across the full product lifecycle from concept through manufacturing

Oracle — Senior Principal, Network Systems Development

November 2018 – 2022 · Austin, TX

Service owner of 4 global services spanning 64 data center networks and 116,000 devices powering all Oracle SaaS, sovereign cloud, and government customers.

- 58% reduction in outage minutes, 24% increase in Oracle SaaS availability via statistical process control at global scale. Managed 38 audits/year (FedRAMP, SOC, PCI, US Gov)
- Reduced ops team from 70 to 12 via SRE model and open source monitoring
- Designed Oracle's first transcontinental optical backbone; led global optical plant refresh at 100Gbps
- Scaled infrastructure through Zoom's COVID surge and TikTok's explosive growth. Skip-level to Clay Magouyrk (current Oracle co-CEO)

Farkley Inc. — Principal Consultant & Owner

October 2016 – October 2018 · Austin, TX

Post-exit R&D and consulting after completing Dimension Data earn-out.

- Deep tech R&D: cooperative robotics, additive manufacturing at scale, automated agriculture systems, agricultural drone overflight with computer vision
- Pioneered RENUP (renup.org) — reimagining nuptial contracts using LLC frameworks
- Cisco Talent Bridge for Veterans — mentoring transitioning service members

Dimension Data — Practice Director, DevOps

April 2014 – October 2016

- Built and led DevOps, Agile SDN, and Cloud development org for Dimension Data Americas; co-chaired DevOps transformation for 29,000 global employees
- Lectured at Carnegie Mellon — CMU based their cloud computing program on an open source platform co-created with Yahoo
- Cisco CTO Council, EMC CTO Council, Intel Developer Forum; created first DevOps go-to-market for a global systems integrator

Nexus IS — Director, Cloud Practice / Chief Cloud Architect

June 2011 – April 2014 · Pleasanton, CA (Acquired by Dimension Data)

Built \$180M/year line of business in 36 months. Led 62-person org, then restructured the full 330-person engineering org — growing NexusIS from \$130M to \$660M revenue through acquisition.

- Turned a \$30M LOB into \$180M/year by exit; reinvested \$1.4M to bootstrap in-house SDN dev org that made the company an acquisition target
- Designed OVS software for Cisco Nexus 9000 switch OS under Prem Jain (Ethernet switch inventor); first SDN app on Cisco's marketplace
- Created NexusConnect — manufactured integrated systems for PCI financial processing, scalable to 50+ racks

ePlus Technology — Practice Director, Data Center (Western US)

January 2007 – June 2011 · San Diego → Silicon Valley

Helped grow ePlus from \$384M to \$1B/year. First storage CCIE outside Cisco.

- **Apple iCloud** — architected the world's largest CDN in 6 months; \$113M hardware sale with recurring revenue
- **NetApp** — deployed largest UCS cluster on Earth
- **Oracle** — designed production DC architecture replicated to 60 core DCs globally
- Early OpenStack contributor; NVIDIA parallel compute; healthcare (Cedars-Sinai); national accounts

Earlier Career (1997–2007)

Joined the Marine Corps at 17. At 18, built DKA Online into one of Central California's largest ISPs. Moved to Silicon Valley to work alongside the Stanford researchers building the internet.

Knapp Publishing — Led digital transformation of a 100-year-old print company; portions of HP.com and Microsoft.com ran on infrastructure he built · **ID Analytics** — Systems engineering under Dr. Steven Coggeshall; scale-out data centers for fraud detection (acquired by LifeLock) · **Openwave Systems** — 900 production + 2,000 dev servers; engineered backend for the world's first streaming TV service · **Extrateam** — Built first DWDM optical ring around the Bay Area (AT&T) · **USMC** — Crash Fire Rescue / InfoSec; restored 3rd MAW network at MCAS Yuma — Navy and Marine Corps Achievement Medal

COMMUNITY & LEADERSHIP

- **AIMUG (Austin AI Middleware Users Group)** — Founder | 1,700+ members | Monthly meetups + executive dinners
- **KeyBanc Capital Markets — Mosaic Advisory** — Advising investment banks and fund managers on technology strategy
- **LangSmith Ambassador** — LangChain observability ecosystem and partner network
- **OpenStack / OpenDaylight** — Upstream contributor and community leadership

EDUCATION

Purdue University — College of Engineering — Lean Six Sigma / Statistical Process Control (2019)

Rollins College — Crummer Graduate School of Business — Executive Leadership: NeuroLeadership / Emotional Intelligence (2016)

CERTIFICATIONS

CCIE Data Center · CCIE Storage (first outside Cisco) · RHCE · LangSmith Ambassador · Lean Six Sigma (Purdue)