

Colin McNamara

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SUMMARY

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

Colin McNamara LLC — Founder & Principal

Austin, TX | August 2022 – Present

Agentic AI development practice specializing in 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

Austin, TX | 2022 – Present

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 from OCI/Purdue to CPG operations — brought scientific rigor to recipe development and formulation through DMAIC cycles, AI-powered spectrum analysis for automated nutritional computation, and pipelines that took products from bench sample to commercialized production process. Built AI-driven systems for FDA compliance workflows including automated labeling, nutritional analysis, and retail submission pipelines
- Built a custom AI-powered ERP system (Always Cool AI) from the ground up after inheriting supply chain operations — distribution, payments, controller functions — where fraud was endemic and existing systems failed; 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; participated in every product design call from concept through manufacturing — developed manufacturing partnerships, cold chain logistics, broker/distributor networks, and FDA compliance infrastructure

Oracle — Senior Principal, Network Systems Development

Austin, TX | November 2018 – 2022

Returned to Oracle — whose production infrastructure Colin had originally designed as an ePlus consultant — to build the CI/CD and software-driven operations vision the platform needed. Progressed from architect to service owner of 4 global services spanning 64 data center networks and 116,000 devices powering all Oracle SaaS, sovereign states, three-letter agencies, major banks, and the White House.

- Inherited the most degraded platforms (Gen1/Gen2) and turned them around using CAPA (Corrective Action Preventive Action) — an FDA methodology applied at service provider scale. Managed 38 audits/year (FedRAMP, SOC, PCI, US Gov); automated compliance processes that now inform FDA, NRC, and FINRA governance work
- Applied statistical process control (Purdue Engineering) at global scale: 58% reduction in outage minutes, 24% increase in Oracle SaaS availability. Reduced ops team from 70 to 12 via SRE model and open source monitoring
- Led global optical engineering across OCI Gen1/Gen2/Gen3 — designed Oracle's first transcontinental optical backbone; led global optical plant refresh with 4 manufactured integrated rack SKUs and a white box switching platform achieving 100Gbps
- Scaled infrastructure through Zoom's COVID surge and TikTok's explosive growth, operating multiple generations of hardware and software at global scale with a lean team
- Skip-level to Clay Magouyrk (current Oracle co-CEO); represented physical infrastructure in Oracle's cross-functional AI/ML operations leadership group

Farkley Inc. — Principal Consultant & Owner

Austin, TX | October 2016 – October 2018

Post-exit exploration after completing Dimension Data earn-out — pursued deep tech interests and figured out the next chapter.

- Deep tech R&D: cooperative robotics, additive manufacturing at scale, automated agriculture systems, and agricultural drone overflight with computer vision
- Pioneered corporate structures that became RENUP (renup.org) — reimagining nuptial contracts using LLC frameworks as a safer alternative to family court marriage contracts
- DevOps transformation consulting; 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 Colin 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 (Acquired by Dimension Data)

Pleasanton, CA | June 2011 – April 2014

One of three directors at start, 22 at acquisition; inherited a LOB that had peaked at \$30M/year on shell games — it returned more product than it sold the quarter Colin took over. Led 62-person org through reorganization, then restructured the full 330-person engineering org — growing Nexus IS from \$130M to \$660M revenue in 3 years through acquisition.

- Turned the fraudulent \$30M LOB into \$100M in 18 months (\$12M profit), then to \$180M/year by exit. Reinvested \$1.4M of profit to bootstrap the in-house SDN dev org that made the company an acquisition target — SP customers adopted open source libraries, driving margins and the acquisition position
- Early DevOps Days champion and top global technology voice on social media — key to bringing DevOps methodology into Cisco Systems
- Designed OVS software for Cisco Nexus 9000 switch OS under Prem Jain (Ethernet switch inventor); first SDN app on Cisco's marketplace. Integrated with OpenStack, VMware private cloud, NSX (Nicira)
- Created NexusConnect — manufactured integrated systems for PCI financial processing and contact centers, scalable to 50+ racks. Established standards that influenced EMC VSpecs and VCE Vblock architecture
- Cisco Partner Technology Advisory Board (CTO Council) and EMC CTO Council

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

San Diego → Silicon Valley | January 2007 – June 2011

Board-interviewed into a 7-person senior engineering team. Helped grow ePlus from \$384M to \$1B/year (NASDAQ bell-ringing). Turned around SoCal, then promoted to Practice Director for data center across the western US. First storage CCIE outside Cisco (later Data Center CCIE).

- Reverse-engineered Cisco UCS before product briefing — became top technical resource for Cisco data center platform development globally
- **Apple iCloud** — architected the world's largest CDN in 6 months; led software teams building bespoke deployment tooling; \$113M hardware sale with recurring revenue
- **NetApp** — deployed largest UCS cluster on Earth (Kilo cluster)
- **Oracle** (as customer) — designed production DC architecture replicated to 60 core DCs globally; consolidated Sun Microsystems post-acquisition. This became the foundation Colin returned to build on as an Oracle employee
- Early OpenStack; UCS container compute powering first Mars Lander data viz; first DevOps toolchains out of ePlus; parallel compute (NVIDIA); Indian Gaming; healthcare (Cedars-Sinai); national accounts (Cox, Adobe)

Earlier Career (1997–2007)

Joined the Marine Corps at 17. Used software to automate manufacturing of digital video surveillance systems (Pelco). One of the first students in Cisco's Networking Academy globally. At 18, built DKA Online into one of Central California's largest ISPs — multiple POPs, web hosting, and physical network connections across California, climbing grain silos to shoot wireless links into rural communities. Moved to Silicon Valley to work alongside the Stanford researchers building the internet.

Knapp Publishing — Led bricks-to-clicks digital transformation of a 100-year-old print company; at 19, built web-scale platforms where portions of HP.com and Microsoft.com ran on his infrastructure | **ID Analytics** — Systems Engineering Operations under Dr. Steven Coggshall; built scale-out data centers processing millions of daily financial transactions for fraud detection using high-dimensional mathematical analysis (*acquired by LifeLock*) | **Openwave Systems** — Senior Network Engineer (900 production + 2,000 dev servers); wrote Perl/Tcl automation at 19 — DevOps before DevOps existed | **Extrateam** — first DWDM optical ring around the Bay Area (AT&T); large-scale voice/PBX deployments for schools and enterprise | **USMC** — Crash Fire Rescue / InfoSec; rebuilt 3rd Marine Air Wing network within 72 hours after cyber attack — Navy Achievement Medal | Infobond

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)