

Brian Simmons

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Engineering & Digital Product Leader | AI, Mobile & Cloud Platforms

Professional Summary

Results-driven engineering and technology leader with 20+ years of experience building and scaling enterprise mobile, web, cloud, and digital platforms across financial services, enterprise software, and telecommunications. Founder and creator of Salesforce Mobile Publisher, a patented platform that generated more than \$30 million in Annual Contract Value and delivered more than 1,000 custom mobile applications. Proven success leading engineering teams, cross-functional programs, DevOps, platform modernization, vendor relationships, production operations, and product delivery while aligning technical strategy with business goals.

Selected Achievements

- Founded and scaled Salesforce Mobile Publisher, a patented enterprise platform that generated more than \$30 million in Annual Contract Value and delivered more than 1,000 custom-branded iOS and Android applications
- Led the Salesforce Mobile Publisher Broker engineering team and coordinated more than 100 contributors across Engineering, Product, DevOps, Quality, Security, Architecture, Support, and Operations
- Built and led the DevOps capability supporting Salesforce Mobile Publisher, establishing CI/CD, automated testing, release governance, observability, signing, validation, and production support for thousands of mobile app builds
- Served as interim engineering manager at Salesforce, leading prioritization, team operations, coaching, and delivery improvements that increased engineering productivity by approximately 30%
- Increased AT&T mobile engineering productivity by approximately 65% by modernizing source control, introducing structured code reviews, and improving development and release processes
- Managed AT&T's strategic mobile development engagement with Big Nerd Ranch, overseeing scope, schedules, technical expectations, quality, risk, and delivery for high-profile consumer mobile applications
- Led product ownership, project management, development, quality assurance, integrations, and production support for client-facing digital platforms at Trajan Wealth within a regulated financial-services environment
- Advised technical and executive stakeholders on platform architecture, modernization strategy, delivery risk, staffing, security, maintainability, integration complexity, and total cost of ownership

Core Competencies

Engineering Leadership | Technical Strategy | Product Strategy | Platform Modernization | Digital Transformation | Enterprise Architecture | Team Leadership | Cross-Functional Delivery | Program & Project Management | Product Ownership | DevOps & CI/CD | Cloud Strategy | Azure & AWS | Mobile & Web Platforms | AI-Assisted Engineering | API & Systems Integration | Identity & Access Management | Release & Quality Governance | Production Operations | Capacity Planning | Risk Management | Vendor Management | Agile & Scrum | Executive Communication

PROFESSIONAL EXPERIENCE

Mobile/AI Developer (Senior Software Engineer)

Jan 2026 – Present

Trajan Wealth Management – Scottsdale, AZ

- Lead delivery across client-facing mobile, web portal, authentication, CRM, portfolio data, and cloud platforms within a regulated financial-services environment
- Operate across responsibilities spanning engineering leadership, product ownership, project management, quality assurance, integration coordination, and production support
- Coordinate initiatives across Engineering, Business Analysis, Portfolio Management, CRM, Snowflake, infrastructure, and external platform teams to translate business needs into scalable technical solutions
- Delivered secure portal enhancements that expanded Portfolio Manager visibility into client-facing account experiences, improving troubleshooting, support, and operational efficiency
- Lead investigation and resolution of complex production issues involving Auth0, GraphQL, Creatio, Salesforce, Snowflake, Azure, AWS, service accounts, account mappings, and portfolio data
- Advise leadership on architecture, delivery risk, staffing, security, maintainability, integration complexity, platform modernization, and total cost of ownership for CRM and digital-platform initiatives
- Apply AI-assisted engineering tools to accelerate prototyping, analysis, and delivery while advocating for testing, peer review, security, and production-readiness standards

Principal Member of the Technical Staff**Oct 2014 – Dec 2024**

Salesforce – San Francisco, CA (Remote employee in Tampa, FL and Phoenix, AZ)

- Founded and created Salesforce Mobile Publisher, a patented enterprise platform that grew to more than \$30 million in Annual Contract Value and delivered more than 1,000 custom-branded mobile applications
- Led the Mobile Publisher Broker engineering team responsible for application generation, configuration, build automation, code signing, validation, release preparation, and production support
- Coordinated more than 100 contributors across Engineering, Product Management, UX, DevOps, Quality, Security, Architecture, Support, Legal, and Operations
- Built and led the DevOps function supporting Mobile Publisher, establishing CI/CD, automated testing, release controls, observability, and scalable build operations supporting thousands of mobile application builds
- Served as interim engineering manager for nine months, leading team operations, prioritization, coaching, staffing, and delivery improvements that increased productivity by approximately 30%
- Mentored and coached engineers across multiple experience levels while serving as Scrum Master for more than seven years across Mobile Publisher and Salesforce Mobile teams, leading Agile planning, backlog coordination, retrospectives, dependency management, and continuous improvement to strengthen team performance, technical capability, delivery predictability, and collaboration
- Partnered with Product, Design, Security, Architecture, Legal, Operations, and executive stakeholders to align technical strategy, capacity, sequencing, risk, and customer commitments
- Co-invented three patented technologies related to automated mobile application creation, deployment, code signing, and security-policy integration

Principal Member of the Technical Staff**Mar 2011 – Oct 2014**

AT&T – Tampa, FL

- Led engineering delivery for U-verse and DIRECTV mobile applications across iPhone, iPad, and Android platforms
- Managed AT&T's outsourced mobile development relationship with Big Nerd Ranch, overseeing scope, schedules, technical expectations, quality, risk, and delivery
- Led internal engineers and served as a primary liaison among Product, Engineering, management, and external consultants
- Served as Scrum lead for the mobile team, coordinating planning, priorities, dependencies, issue resolution, and release readiness while acting as the principal decision-maker for iOS engineering interviews and hiring and helping guide onboarding, technical standards, and team delivery
- Modernized development workflows by migrating outdated source-control practices to Git and establishing structured code-review processes, increasing team productivity by approximately 65%
- Delivered major mobile initiatives ahead of schedule while receiving strong management feedback and positive App Store reviews

Skills

Engineering Leadership: Engineering Strategy, Team Leadership, Mentoring, Capacity Planning, Delivery Management, Risk Management, Vendor Management**Product & Delivery:** Product Ownership, Roadmapping, Agile, Scrum, Project Management, Cross-Functional Delivery, Release Governance, Quality Leadership**Architecture & Platforms:** Enterprise Architecture, Platform Modernization, Mobile Platforms, Web Platforms, API Integration, Authentication & Identity**Cloud & DevOps:** AWS, Azure, CI/CD, Jenkins, BitBucket Pipelines, GitHub, Git, Production Operations**AI & Emerging Technology:** AI-Assisted Engineering, Prompt Engineering, Generative AI, LLM-Based Development Workflows**Enterprise Technologies:** Salesforce, Creatio, Auth0, Snowflake, GraphQL, REST APIs**Technical Foundation:** Swift, SwiftUI, Objective-C, Java, Kotlin, React Native, React, Python, SQL

Education

Bachelor of Science in Computer Science Engineering - University of Pennsylvania