

# JERRY W. LAMBERT SR.

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## PROFESSIONAL SUMMARY

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Dynamic Managing Director with over 25 years of experience in executive leadership, specializing in AI-driven modernization and cloud transformation. Proven track record in leading major telecommunications projects, implementing large-scale IT operations, and achieving significant cost reductions—including a 70% decrease in software licensing expenses. Expertise in developing strategic modernization roadmaps and integrating advanced technologies. Committed to delivering measurable ROI and driving organizational change, poised to add significant value in enhancing operational efficiencies.

## PROFESSIONAL EXPERIENCE

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### Managing Director

Mar 2025 – Present

SmarterDev.ai | Denton, TX

- Spearheaded executive engagements focused on AI-driven modernization, enterprise refactoring, and cloud transformation for telecommunications and hyperscaler infrastructure organizations.
- Engineered and delivered comprehensive modernization roadmaps integrating LLMs (ChatGPT, Claude, Crew.AI, Grok) and computer vision frameworks (YOLO) into enterprise workflows, QA pipelines, and data operations.
- Utilized hands-on development experience with ChatGPT, Claude, Crew.AI, YOLO, and Grok for code generation, documentation automation, system integration, and AI-assisted software development.
- Formulated AI ROI frameworks and governance models aligned with NIST, GDPR, and industry standards.
- Authored and presented the AI Modernization & Enterprise Transformation thought-leadership series and executive presentation portfolio.
- Advised C-level teams on strategies for evolving from automation to autonomy with measurable ROI and operational accountability.
- Partnered with technology leaders to transform legacy systems into scalable, AI-enabled architectures across multi-region AWS and Azure environments.

### Vice President of IT

May 2024 – Feb 2025

Brightstar Capital Partners / Remarkets, Inc. | Austin, TX

- Directed operations in the IT Asset Disposition (ITAD) industry serving the largest hyperscalers in the world.
- Facilitated short-term executive deployment for Brightstar Capital Partners board members.
- Implemented comprehensive CRM, sales tracking, analytics, and workflow systems to unify operational visibility.
- Oversaw complete website rebranding and relaunch under a new corporate identity.
- Assumed technical leadership in direct customer communications with major enterprise and hyperscaler clients.
- Achieved a 70%+ reduction in software licensing costs through platform consolidation and vendor renegotiation.
- Directed data systems supporting decomposition, inventory, and parts disposition for over 18,000 decommissioned servers weekly.
- Secured board approval for an AI-based parts separation, tracking, and disposition platform utilizing NVIDIA GPU libraries, optical subsystems, and computer vision to automate classification of high-value components.
- Implemented information systems for new Ireland operations in under 30 days.
- Deployed management and operations dashboards delivering real-time KPI visibility across all facilities.

### Senior Director – Development & Data Management

Apr 2023 – May 2024

Brightstar Capital Partners / Americas Auto Group | Carmel, IN

- Served as executive owner of all software development and data management across 39 locations for the 2nd largest wholesale auto auction company in the US (\$7B annual sales).

- Conducted short-term executive deployment for Brightstar Capital Partners board members.
- Consolidated all board-level reporting into a single weekly report and centralized reporting across common operations.
- Executed AWS migration, consolidating data operations across all auction facilities.
- Implemented LLMs in development and QA workflows, enhancing speed and documentation accuracy.
- Achieved a 50% reduction in accounts receivable through improved analytics and reconciliation automation.
- Designed third-party integration architecture utilizing AWS publish/subscribe micro-services.

### **Chief Technology Officer**

Jul 2022 – Apr 2023

Syntegra, LLC | New York, NY

- Managed the telecom SaaS platform provider (MVNO, IoT, WiFi) and oversaw the transition from Pareteum operations.
- Directed infrastructure, development, QA, and cybersecurity across the US, Europe, and India.
- Consolidated operations of five sister companies into a unified AWS architecture.
- Drove ERP and billing platform unification, reducing licensing costs by \$300K annually.
- Administered the NIST framework for cybersecurity compliance during the transition.

### **Senior Vice President (Reporting to CFO)**

Oct 2019 – Jul 2022

Pareteum Corp | Irving, TX

- Served as executive lead for global billing operations and cybersecurity.
- Consolidated six global billing platforms and deployed Oracle ERP Web.
- Selected and implemented CrowdStrike MDR for over 1,500 servers.
- Oversaw GDPR/CCPA compliance and managed Data Protection Officer activities.

### **Chief Operating Officer**

Jul 2017 – Mar 2019

Karma | Irving, TX

- Managed data operations for a nationwide hotspot customer base.
- Delivered the 'Karma Black' VPN-based WiFi hotspot product while reducing staffing costs.
- Developed an IoT roadmap and integrated online billing platform.

### **Chief Operating Officer**

Jul 2007 – Mar 2017

Verify Systems, Inc. | Dallas, TX

- Architected a multi-billion-transaction cloud platform with 99.999% uptime.
- Migrated queuing from RabbitMQ to AWS Kinesis Firehose and Lambda.
- Provided back-office services to US-based telecommunications SaaS service providers.
- Implemented offshore development and customer support operations in India and Latin America.
- Awarded two U.S. patents for data transformation and targeting.

### **Chief Operating Officer (Promoted from Director)**

Aug 2003 – Jul 2007

Touchstone Systems, Inc. | Dallas, TX

- Built a SIP-based wholesale telecom startup to \$5M monthly revenue within two years.
- Developed and deployed real-time traffic monitoring and billing systems.
- Negotiated contracts with AT&T, British Telecom, Sprint, Tata, Deutsche Telekom, Telecom Italia, China Telecom, Chungwa Telecom, Bezeq, Telmex, and Bell Canada.

### **Chief Information Officer**

Aug 2002 – Aug 2003

CCC Globalcom | Houston, TX

- Directed operational downsizing initiatives for Board oversight during the company sale period.
- Decreased technical staff by 75%, ensuring continuous data operation integrity.
- Developed customer-based data asset packages and support systems to boost sale price and facilitate a smooth transition.

**VP, Application Engineering**

Jul 1998 – Dec 1999

Vocaltec | Fort Lee, NJ

- Managed nationwide executive customer communications; headed sales engineering and served as direct link to the development division.
- Primary expert on the company's largest initiative (Bell Atlantic \$25M) and finalized the premier technology alliance (Cisco).
- Supervised the RFP response team for all key national accounts. Received Employee of the Year honors in 1998.

**Senior Executive Consultant**

May 1997 – Aug 1998

Digital Equipment Corporation | Dallas, TX

- Provided C-level consulting services to major communications clients nationwide, including AT&T, MCI, and Metromedia.
- Served as primary resource on MCI's "Callcenter 2000" project, defining a 10-year call center strategy.

**Senior Manager, Product Technology**

Dec 1995 – May 1997

Excel Communications | Dallas, TX

- Led technology product development serving 4 million customers and 400,000 independent representatives; company achieved the fastest time to \$1 billion in revenue and IPO on the NYSE.
- Enabled a 19% monthly growth rate during peak periods of expansion.
- Launched a nationwide paging product within 6 months across all customer locations.
- Achieved a 75% reduction in customer onboarding duration.

**Senior Consultant**

May 1994 – Dec 1995

SHL Systemhouse | Dallas, TX

- Developed and implemented provisioning platform for a nationwide paging network supporting 1,000,000 customers.
- Implemented Vantive ERP platform in support of 1,000 users.

**Vice President**

Jan 1992 – Apr 1994

Intellectual Systems | Dallas, TX

- Managed development of real-time distributed database-based network management platforms for large-scale telecommunications companies.

**Director of IT**

Mar 1989 – Dec 1991

Digital Networks | Dallas, TX

- Directed billing and provisioning processes for regional retail long-distance customers.
- Engineered automated routing and monitoring systems for tandem switching platforms.
- Implemented optical storage platform.

**Systems Analyst**

May 1985 – Mar 1989

Nacogdoches Telecommunications | Nacogdoches, TX

- Managed monthly billing operations.
- Improved back-office performance by 400%.
- Migrated all back-office systems from networked single-user system to Unix-based platform.
- Electronic and physical telecommunications invoice production.

## CORE COMPETENCIES

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### AI & Emerging Tech

AI/LLM Integration, ChatGPT, Claude, Crew.AI, YOLO, Grok, Computer Vision, NVIDIA GPU Libraries, IoT

### Cloud & Infrastructure

AWS (Kinesis, Lambda, Pub/Sub), Azure, Cloud Transformation, Data Center Strategy, Platform Unification

### Enterprise Systems

ERP/CRM Modernization, Oracle ERP, Salesforce, Zoho, Billing Platform Consolidation

### Cybersecurity & Compliance

NIST Frameworks, GDPR/CCPA, CrowdStrike MDR, SOC Audits, Security Administration

### Leadership & Strategy

C-Level Advisory, M&A Integration, P&L Oversight, Global Team Leadership, Offshore Dev Management, Private Equity, IPO Roadshow, Expert Witness

### Development

Python, Perl, Java, Microservices Architecture, Real-time Systems, SIP Telecom

## EDUCATION

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### Bachelor of Business Administration, Business Information Systems

Stephen F. Austin State University, Nacogdoches, TX | 1984 – 1988

## U.S. PATENTS

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Text Normalization US 20100257172

Data Targeting US 20100257144