

Marcus Rieker

AI-focused product leader and software engineer with 8+ years spanning technical delivery, product strategy, and customer-facing leadership. Proven ability to bridge business needs with engineering execution to deliver high-impact AI solutions in enterprise and consumer contexts.

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EXPERIENCE

AVB Marketing, Remote — Team Lead

April 2021 - Present

- ❖ **Led design and delivery** of an enterprise AI chatbot serving 1,000+ internal and 600+ external users; became a keynote feature at company-wide meeting and a **top selling point in securing new dealer partnerships**.
- ❖ **Architected and led implementation** of semantic search infrastructure across 600+ dealer websites using AWS Bedrock, SageMaker, OpenSearch, and vector embeddings—modernizing from BM25 to neural query capabilities in time for annual stakeholder meeting.
- ❖ Collaborated directly with the CFO and senior leadership to align AI initiatives with strategic business goals.
- ❖ Directed Agile team operations, ensuring timely delivery of high-impact AI features.

Snowfall Design, Remote — Founder & Lead Consultant

June 2016 - Present

- ❖ Developed an **industry-first AI-powered** Twitch chatbot used in 7+ active channels, increasing chat engagement by 450% and processing over half a million chat messages.
- ❖ Built custom AI and web applications for small businesses and large firms, including **augmented reality solutions** and **IoT integrations**.
- ❖ Tech stack: AWS, Python, C#, Angular, React, Unity, Raspberry Pi.

Exposure Photo Booths, San Francisco — Head of Sales

2018 - 2019

- ❖ Led a sales team providing high-end photography booth rentals to corporate clients including Google, Uber, and other enterprise accounts.
- ❖ Closed large contracts, negotiated pricing, and coordinated operations for high-profile events.
- ❖ Drove business growth through targeted lead conversion and relationship building.

Previous Software Development Roles, SWE + Team Lead

2017 - 2021

- ❖ Led and contributed to full-stack development across Angular, React, .NET Core (C#), SQL, and Python.
- ❖ Managed Agile teams, eliminated blockers, and delivered solutions for enterprise clients in healthcare, education, and government sectors.

SKILLS

AI & Data
AWS Bedrock SageMaker OpenSearch DynamoDB Firehose Semantic search Neural queries Embeddings/vector search KNN & ANN Algorithms
Development
C#, Python, Angular, React, SQL, .NET Core, Entity Framework, REST APIs
Methodologies
Agile, Scrum, async communication, cross-functional leadership

EDUCATION & AWARDS

Outstanding Achievement Award

– AVB Marketing (excellence in daily execution)

Salesperson of the Year -

Exposure Photography

Led the company in sale closed + custom satisfaction / retention

University of Wyoming B.S.

Graduated with Honors; Double Minor: Computer Science & Honors

Trustees Scholar - Full academic scholarship