

Paul Tomlinson

Executive Technology Leadership



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I help people use technology to make things and solve problems.

Bottom Line

I'm a seasoned technology leader with nearly three decades of experience, and a proven track record of delivering secure, high-performance applications and services across B2B and B2C environments. My expertise spans the entire product development lifecycle, from initial concept through deployment and operations, complemented by a particular strength in transforming underperforming departments. Most recently at Mural, I played a pivotal role in the R&D of extended-reality applications, coordinating globally distributed, cross-functional teams and high-level partnerships to develop innovative, greenfield products backed by robust science.

My career is marked by significant achievements, such as leading IT for multiple Endurance International Group properties and growing revenue by merging business units, and driving Amazon's inbound logistics to new heights of efficiency. I thrive on change and adaptability, and consistently balance strategic vision with operational execution. I am passionate about continuous improvement, and instill a culture of empathy, collaboration, and high achievement. My leadership style is grounded in compassion, commitment to developing high-performing, cohesive teams, and promoting the success of others.

Highlights

- **Revenue Growth:** Scaled Overstock's capacity by over 300%, handling more than \$800 million a year. Led the merger of an existing business unit with a new acquisition at EIG, resulting in new revenue streams and a projected 40% annual increase in customers.
- **Operational Efficiency:** Managed Amazon's inbound logistics programs with a \$70 million budget, increasing productivity and quality through a three-year vision plan, and reducing inventory processing times by over 50%. Led Agile transformations at several organizations for improvements in timely delivery, transparency, and stakeholder alignment.
- **Performance:** Achieved CMMI level 4 at Datamark within four months, tripling overall productivity and mitigating historical risks. At Overstock, increased project completion throughput nearly tenfold while reducing on-call alerts and incidents by over 80%.
- **Cultural Foundation:** Inspired a high-performance culture at GSG, attracting and mentoring top-tier talent during rapid multi-year growth, emphasizing company values while achieving milestones in both new service delivery and replatforming legacy products.

By the Numbers

- **29 years** professional experience: engineer, architect, manager, director, leader.
- **\$250B+** in lifetime funds and revenues moved through my systems: controlled, transparent, exact.
- **200M+ MAU, 100PB+** in unique users and data under management.
- **100% product lifecycle** ownership: P&L, SDLC, CI/CD, QA, SRE, ITIL. People, process, infrastructure.

Core Qualities

| Technical | Organizational | Cultural |
|------------|------------------------|---------------|
| Scientific | Vision | Values |
| Mature | Strategy | Leadership |
| Resilient | Execution | Adaptability |
| Innovative | Operations | Collaboration |
| Adept | Scaling | Mentoring |
| Pragmatic | Continuous Improvement | Performance |



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Work History

Mural • Creative Scientist, Technical Director • 2022—2024

Played a senior technical, organizational, and scientific leadership role in the research and development of novel extended-reality applications for remote collaboration. Explored, designed, validated, and architected original products and solutions in a rapidly evolving space, coordinating the efforts of cross-functional teams while overseeing all aspects of an Agile SDLC implementation for mobile application development by diverse, multidisciplinary, globally distributed personnel.

Grant Street Group, Inc (GSG) • Principal Application Architect • 2015—2022

Worked with a team of stellar professionals to inspire a high-performance culture of transparency, respect, and humanity. Connected people with each other and the resources they needed to succeed, and crafted the tools and processes to support them in those efforts. Conceived, designed, built, and maintained a variety of systems and services for client integration, electronic payment processing, reporting and data warehousing, financial certification, APIs, and back-office operations.

Endurance International Group, Inc (EIG) • Director of Software Development • 2012—2015

Led all aspects of information technology for select EIG properties. Collaborated with other senior leaders and corporate governance to establish technical vision, and oversaw the development, implementation, maintenance, and improvement of related departments, teams, processes, and systems. Provided subject matter expertise as internal mentor and external representative to partners and industry alike. Balanced strategic and operational concerns with a focus on effectiveness, quality, and efficiency.

Datamark • Director of IT Development • 2010—2012

Responsible for the entire Information Technology Software Development and Quality Assurance organizations including full budgeting and P&L, processes, personnel, technical direction, and systems integration. Led the technology division from unpredictability to CMMI level 4 inside of four months, tripling total productivity while mitigating historical risks and migrating culture to a business-driven sense of customer service.

Amazon.com • Sr. Manager of Software Development • 2008—2009

Assumed leadership of Amazon distribution centers' inbound logistics programs during ramp-up to seasonal peak, including physical and software processes and related development and support organizations. Revitalized coordination with all related supply chain divisions including retail, purchasing, vendor management, transportation, labor management, and warehouse operations, in order to see cross-department projects through completion without disrupting ongoing operations.

UnitedHealth Group • Software Development Manager • 2007—2008

Took control of an existing development group, managing day-to-day execution of software engineering and support activities in line with corporate standards and long-term department and individual goals. Salvaged ailing offshore relationships and established a record of accurate project estimation and quality delivery.

United Online • Principal Engineer • 2006—2007

Architected and developed high-volume enterprise analytics solutions, provided legacy system maintenance, and saw new projects through the full SDLC as a senior contributing architect and developer.

Overstock.com • Director of Software Development • 2003—2006

Led Overstock.com's retail ERP software development division in the transition from startup (\$238 million/yr) to Enterprise (\$806 million/yr), out of a situation of perpetual crisis management and into an architectural position capable of sustaining multiple years of 100%+ growth.

Etc. • Engineer, Architect, Manager, Director • 1995—2003