

Resume

CTO · Builder · Operator

Fort Worth, TX austin-reynolds.com linkedin.com/in/austinreynolds github.com/Echo-Division-Labs

Experience

Chief Technology Officer · Mid-States Distributing

Feb 2017 — Present · Fort Worth, TX

Lead IT and software development for a 29-member wholesale distribution co-op. Founded the Office of Emerging Technology.

- Oversee IT, Software Development, Insights & Analytics, and Transportation & Logistics departments.
- Executive team member — contribute to strategic decision-making and organizational leadership.
- Drive technology strategy across Dynamics 365, AI, and enterprise initiatives, aligning tech investments with company goals.
- Founded the Office of Emerging Technology to focus the next wave of engineering and AI work.
- Spearhead operational efficiency initiatives and step in across other departments as needed.
- Support tradeshow and events hosting 60–2,500 attendees, including an industry-leading virtual events platform.

Dynamics 365 F&O, Azure, Azure MSSQL, Postgres, C#, Python, PHP, Laravel, Vue.js, Tailwind, Electron, pgvector, Claude API, Ollama, Microsoft Semantic Kernel

Web Developer · Priefert Manufacturing

Jan 2013 — Jan 2017

Built Priefert's online presence, Priefert Direct, and the internal tools sales and marketing ran on.

- Designed site layouts and UIs; built customer-facing sites on Laravel and .NET MVC.
- Developed internal web apps for sales and marketing — from simple reports to long-term decision tools.
- Designed MSSQL and MySQL schemas and built APIs across Laravel and .NET Web API.
- Managed SEO and online marketing initiatives that increased unique viewership 250% in the first two years.

- Setup and maintenance of Windows servers (IIS 7/8, .NET, PHP, Node.js, MySQL, MSSQL, MongoDB).
- Supported robotics R&D projects alongside the web work.

.NET MVC, Laravel, PHP, MSSQL, MySQL, MongoDB, Node.js, IIS

IT Director · Sand Creek Post & Beam

Jan 2011 — Dec 2012

Ran IT across Sand Creek Post & Beam, Texas Timber Frames, and Barn Kings.

- Deployed and managed all IT systems across three brands — Mitel VOIP, servers, workstations, and internal software.
- Built custom barn-building applications and internal sales portals.
- Established IT policies, SOPs, and budgets.
- Trained inside and outside sales teams on hardware and software; provided remote support.
- Managed SEO and online presence for all three brands.

C#, .NET MVC, PHP, Laravel, CodeIgniter, MSSQL, IIS, Mitel VOIP

IT Manager · Caviness Beef Packers

Jan 2009 — Dec 2010

Built the in-house software and ran systems administration across two connected plants.

- Built in-house software covering company website, procurement, document imaging, employee and inventory management, and full carcass tracking with an integrated CRM.
- Portions met NIST 800-32 and NIST Weights & Measures requirements.
- Managed Active Directory, DNS, File Services, and Web Server with file replication between two plants 80 miles apart over T1.
- Oversaw lab operations — performed all tests and obtained the certifications needed to sell offal in TX, OK, and AR.
- Researched, evaluated, and coordinated hardware and software purchases across the company.

C#, VB.NET, PHP, CodeIgniter, JavaScript, MSSQL, IIS, Windows Server 2003/2008, Active Directory, mainframes

Programming Manager · Vande Berg Scales

Jun 2008 — Dec 2008

Automation software and wireless-scanner systems for industrial scales and indicators.

- Researched and developed software interfacing directly with indicators and scales.
- Built tracking systems for packing plants and grain scales.
- Developed automation software including auto box labelers and conveyor control systems.
- Focused heavily on Windows CE (wireless scanners) and .NET development.

.NET, C#, Windows CE

VP / Senior Programmer · Reynolds Enterprises II

Jul 2006 — May 2008 · Jefferson, SD

Dedicated and shared hosting, server ops, and web development for customers on LAMP and Windows stacks.

- Provided dedicated and shared web, database, and application hosting; built or spec'ed the hardware behind it.
- Managed and maintained Apache, IIS, MySQL, MS-SQL, Plesk across customer and internal servers.
- Built customer applications using C#, ASP.NET, PHP with MVC / MVVM / DI / IoC container patterns.
- Administered LAN and DNS; provided remote hardware and software support.
- Delivered SEO services to customers alongside hosting.

C#, ASP.NET, PHP, JavaScript/AJAX, XML/JSON, Apache, IIS, MySQL, MS-SQL, Plesk, Linux, Windows Server

Network Switching Systems Operator-Maintainer · United States Army

Aug 2004 — Jun 2008 · Fort Benning / Fort Gordon, GA

Large and small electronic switches, system control centers, and node management for ground, air, and satellite communications.

- Supervised, installed, operated, and maintained large and small electronic switches.
- Managed system control centers and node management facilities across ground, air, and satellite communications.
- Honorable Discharge.