

Sean Roark

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Technical Account Management • Cloud FinOps & Cost Optimization • Media & Entertainment

PROFESSIONAL SUMMARY

Technical Account Manager with nearly two decades across cloud, infrastructure, and operations. Sole US presence for a globally distributed product team—operating well beyond a standard TAM remit for enterprise Media & Entertainment customers with \$10M+ in annual cloud spend across US, India, and South Korea time zones—owning operational cadences, FinOps and cost/billing governance, executive relationships, and the full program lifecycle, while mentoring three other Technical Account Managers across the portfolio. Trusted to steer Director- and C-level stakeholders through high-stakes situations and to turn ambiguous goals into measurable, delivered outcomes.

CORE COMPETENCIES

Technical Account Management • Mentoring & Enablement • FinOps / Cloud Cost & Billing Governance • Executive & C-Level Stakeholder Management • Escalation & Incident De-escalation • Global / Cross-Timezone Collaboration • Technical Program Management • Cross-Functional Leadership • Vendor & Contract Management • Automation & Scripting (Python)

PROFESSIONAL EXPERIENCE

Technical Account Manager — Amazon Web Services (AWS)

July 2022 - Present

- Mentor 3 Technical Account Managers in the audio segment of the Media & Entertainment portfolio—coaching on FinOps practices, escalation handling, and account strategy, and helping set delivery standards across the portfolio
- Recovered \$1.3M for a customer by uncovering a billing discrepancy outside standard TAM scope: a service billing at public rates instead of the customer's negotiated private pricing in regions launched after contract signing—undetected for six months, until the overage equaled roughly a full month of the account's cloud spend.
- Drove that remediation end-to-end across teams in the US, India, and South Korea—securing a contract amendment covering all current and future regions and building and defending the business case to senior executive leadership, who approved the full amount as a customer credit.
- Serve as primary technical point of contact for enterprise Media & Entertainment customers—including a global music label, a national audio & radio network, and a leading smart-TV streaming platform, most with \$10M+ in annual cloud spend—owning operational cadences and executive relationships.
- Grew a major streaming and ad-supported media customer's cloud footprint more than 4x in monthly run-rate over three years by driving adoption, architecture improvements, and new workloads.
- Drive FinOps and cloud financial management engagements—monthly billing and usage reviews, budgeting and forecasting, cost-allocation and tagging hygiene, rightsizing, cost-anomaly detection and root-cause analysis, and rate optimization via commitment planning (Savings Plans / Reserved Instances)—to align cloud spend with business value.
- Support high-visibility, large-scale live events for global media brands—coordinating cloud service teams, connecting customers with subject-matter experts, and protecting availability under pressure.
- Led a program to improve ad fill rates for a major media-streaming customer, applying Agile methodologies across multiple service workstreams to achieve a 24% increase over an 8-month engagement.
- Automate recurring reporting and operational tasks in Python, improving accuracy and freeing team capacity for higher-value work.

OpsTech IT Engineer II — Amazon

July 2021 - June 2022

- Owned top-level IT projects and escalations for a 2-million-square-foot fulfillment center, serving as the final escalation point and leading the North Dallas on-call rotation.
- Focused on program and project delivery, helping oversee the IT staff supporting thousands of associates and the building's extensive device fleet.
- Managed vendor relationships—negotiating pricing and contracts and aligning spend with budgets—and authored change-management policies and processes.
- Resolved a chronic failure across thousands of mobile computer carts—recurring power-board and cable burnouts—by partnering with an in-house electrician to capture voltage and amperage readings and proving the wiring-harness and board-connector design could not handle the electrical load; presented the evidence to the manufacturer (Enovate), which accepted fault and replaced every board and harness with a redesigned version at no cost.

IT Systems Lead — Uline Shipping Supplies

July 2015 - June 2021

- Served as sole on-site lead for the Tijuana, Mexico office buildout during COVID-19—owning IT, operations, and facilities setup end-to-end to stand up a new international site.
- Led the companywide Windows 10 migration, writing automation scripts to upgrade 6,000+ devices across all company locations.
- Identified a Windows 10 defect affecting an in-house Eclipse-based application; analyzed crash dumps and engaged Microsoft, prompting a fix released in update KB4571744.
- Owned the site IT budget—hardware, connectivity, and services—presenting and defending it with audit-ready documentation directly to the company's owner and executive team in biannual reviews prepared months in advance.
- Passed rigorous annual audits demanding 100% IT-asset accuracy—every device mapped to location, desk, and assigned user—plus standardized configurations, cable management, MDF/IDF, Active Directory, and software, all verified against strict SOPs.
- Administered 700+ IT assets supporting 150 on-site users within an ~500-user Mexico operation; managed staff workflow and procurement.
- Supported project delivery and technician training across U.S., Canada, and Mexico—including standing up and training the Edmonton, Canada team—and directed IT for 300,000 and 200,000 sq ft warehouse expansions.

IT Consultant — Mr. HelpDesk

August 2010 - June 2015

- Provided IT support for small to mid-sized business customers and residential clients, traveling on-site to update and install new software/hardware while diagnosing and resolving technical issues quickly and effectively. Alongside this client work, took on contract and project-based engagements through staffing agencies covering short- and mid-term IT infrastructure and support assignments for enterprise clients.
- Supported 25 regular clients as well as 100+ call-in customers on a variety of devices, including routers, switches, desktops, laptops, servers, and personal devices.
- Worked with business and consumer clients to install and support applications and systems in Windows XP, Vista, 7, 8, Server 2003, Server 2008, Server 2012, Mac OS, iOS, and Android environments.
- Maintained backup and network monitoring and disaster recovery to ensure customers' uptime.

Network Administrator — Buxton Company

March 2006 - July 2010

- Provided technical leadership for networks, servers, desktops, and printers supporting 150 employees; managed Active Directory and Exchange on Windows Server 2003.
- Maintained network hardware (firewalls, switches, routers, cabling) and resolved connectivity issues for on-site and remote devices.

CERTIFICATIONS & ACCREDITATIONS

FinOps: FinOps Certified Practitioner — FinOps Foundation (2026)

AWS Accreditations: AI – Technical Intermediate (L200) • Generative AI – Technical Intermediate (L200) • AI – Foundational (L100) • Media & Entertainment: Direct-to-Consumer & Broadcast Foundations

Additional: CompTIA A+ • CompTIA Network+ • CompTIA IT Operations Specialist • MCSE: Mobility • MCSA: Windows 10 • MCP • ITIL Foundations • CIW Site Development Associate

Verified credentials: credly.com/users/sean-roark

TECHNICAL SKILLS

AWS • Cloud FinOps & Cloud Financial Management (Cost Explorer, Cost and Usage Reports, Savings Plans / Reserved Instances, Rightsizing, Budgeting & Forecasting, Cost Allocation & Tagging, Cost Anomaly Detection, Showback / Chargeback) • Python • Excel • Active Directory & Exchange • Windows Server • Networking (LAN/WAN, firewalls, switches, routers) • ITIL • Agile / Scrum • Change & Configuration Management • Disaster Recovery & Backup