JEFF SCHERRER

PRINCIPAL ENTERPRISE ARCHITECT

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EXECUTIVE PROFILE

Principal enterprise architect with 20+ years designing, proving, and shipping distributed systems that run at production scale, from connected-vehicle fleets of millions to cloud messaging platforms and high-performance computing pipelines. Owns architecture end to end: reference architectures and platform strategy through prototypes, developer tooling, and production code. Sets the engineering standards and review practices that multiple teams build against, and mentors architects and engineers across regions. Works across automotive, global health and life sciences, telecommunications, and enterprise environments. Named inventor on four U.S. patents and founder of a commercial cloud-messaging product company.

SELECTED BUSINESS IMPACT

- **Millions of vehicles** supported by a horizontally scalable connectivity architecture deployed across continents.
- **480x lower cost, tens of millions saved** for Volkswagen, measured by internal benchmarks against the competing connected-vehicle platform under evaluation.
- **3x faster application development** through the Virtual Vehicles platform, which removed dependence on physical test cars and raised test automation.
- **Four U.S. patents and two commercial platforms** built from original architecture and engineering work; three patents cover the connected-vehicle messaging design, and the platforms ship as CoreMQ and CoreStream.
- **$5M to $10M in annual revenue** generated by the MarqMetrix OEM strategy and technology, which also contributed to the company's acquisition.

CORE COMPETENCIES

Enterprise architecture: reference architectures, platform strategy, solution architecture, modernization roadmaps, engineering standards, architecture review boards, capability discovery, build-versus-buy analysis

Distributed, connected, and cloud systems: MQTT, Kafka, event streaming, telemetry, IoT, edge computing, horizontal scale, high-performance computing, offline synchronization, Azure, AWS, GCP, Kubernetes, Terraform, Docker

AI and hands-on engineering: LLMs and agents, TensorFlow, PyTorch, C#, C++, Java, JavaScript, Go, Rust, Python, TypeScript, CI/CD, GitHub Actions, Azure DevOps, developer platforms and tooling

Technical leadership: architect and engineer mentorship, technical strategy, standards governance, executive and customer communication, team building and hiring, cross-functional and partner collaboration

PROFESSIONAL EXPERIENCE

CoreVar, LLC | Redmond, WA **Sep 2024 - Present**

Founder and Principal Architect

- Designed and shipped CoreMQ, a cloud-native MQTT platform for connected products, and CoreStream, a Kafka-compatible event-streaming platform that customers operate in their own Kubernetes environments.
- Own the full architecture surface, from messaging protocol behavior and horizontal scale through multi-tenancy, deployment topology, and developer experience.
- Founded and operate the company behind both platforms, covering technical strategy, product roadmap, pricing, and go-to-market.
- Deliver applied engineering engagements in AI systems and agents, cloud application development, and connected and distributed systems.

Lumen | Seattle, WA **Sep 2025 - Jul 2026**

Principal Innovation Enterprise Architect

- Shaped repeatable reference architectures for Lumen's Connected Ecosystem initiative, integrating Lumen services with partner technologies around defined customer outcomes.
- Led architecture development, technical storytelling, and customer engagements for Lumen Validated Designs, positioning network capabilities within broader cloud, security, AI, and edge solutions.
- Ran discovery sessions and architecture reviews with enterprise customers, account teams, and industry specialists, converting modernization opportunities into funded solution direction.
- Built the customer-engagement frameworks, discovery methods, and solution narratives that enable field teams to sell consultatively beyond traditional connectivity services.

CARIAD, Inc. (Volkswagen Group) | Redmond, WA **May 2021 - Sep 2024**
Senior Principal Enterprise Architect

- Architected and launched a horizontally scalable vehicle-connectivity platform serving millions of vehicles; internal benchmarks measured 186,000x higher throughput and 480x lower cost than the competing platform under evaluation, saving Volkswagen tens of millions of dollars.
- Selected over the incumbent HiveMQ-based broker on the strength of those results; Volkswagen Group migrated its legacy vehicle platform onto the patented design, which now connects Volkswagen, Audi, and Porsche fleets to the cloud.
- Invented and deployed the Virtual Vehicles platform across continents, removing dependence on physical test cars, raising test automation, and accelerating application development by 3x.
- Created the VW.AC command-line interface and integrated it with build and test pipelines, simplifying developer access and supporting repeatable delivery workflows.
- Set the architecture patterns, engineering standards, and review practices adopted by cross-functional teams across multiple regions, improving product quality and operational efficiency.
- Mentored architects and engineers across product and platform groups and served as technical escalation point between engineering teams and Volkswagen Group stakeholders.

MarqMetrix and PharmID | Seattle, WA **Oct 2017 - Apr 2021**
Enterprise Architect

- Architected cloud and device applications that collected spectral data from custom instruments and delivered it to downstream analytical applications.
- Built CI/CD and remote-update capabilities for field devices, and redesigned manufacturing software setup from several hours to minutes, improving repeatability for device production and deployment.
- Built the core technology sought by the scientific-instrumentation company that acquired MarqMetrix, contributing directly to the strategic value of the transaction.
- Defined the OEM product and technology strategy that generated approximately $5M in annual revenue in its early years and approximately $10M annually in later years.
- Built, led, and mentored a software engineering team of up to six spanning instrument firmware, customer-facing applications, and cloud infrastructure.

Inviso Corporation | Bellevue, WA **Apr 2014 - Oct 2017**
Enterprise Architect

- Established reusable application architecture and engineering components for line-of-business solutions, improving delivery predictability and customer-engagement practices.
- Invented and engineered a patented mobile database engine (US10585871B2, sole inventor) that outperformed competing approaches.
- Presented Windows Apportals guidance at national Microsoft and industry conferences, representing the firm's technical point of view to customers and partners.
- Led and mentored development teams of up to six engineers, setting enterprise engineering strategy and holding delivery to shared architecture and quality standards.

Webtellect | Kirkland, WA **Aug 2009 - Apr 2014**
Solutions Architect and Development Mentor

- Led architecture and engineering engagements for Microsoft Research, the Bill and Melinda Gates Foundation, TIBCO, Intellectual Ventures, Wells Fargo, and Inviso.
- For Intellectual Ventures, architected HPC integration for Gates Foundation-funded polio, malaria, and HIV eradication modeling, raising simulation throughput from hundreds to hundreds of thousands of runs per day.
- For the Bill and Melinda Gates Foundation, architected a grants and contract management application with reusable cross-platform controls and offline synchronization.
- Mentored client engineering teams on architecture, platform integration, reusable components, and development practice.

INNOVATION AND INTELLECTUAL PROPERTY

- Named inventor on four U.S. patents: US12580880B2, US12537784B2, and US12363059B2 (connected-vehicle messaging, CARIAD and Volkswagen AG), and US10585871B2 (mobile database engine, sole inventor).Creator of production platforms and developer tools spanning connected vehicles, cloud messaging, mobile data, remote testing, code generation, spatial visualization, and simulation.
- Conference speaker on Windows Apportals and enterprise application architecture at national Microsoft and industry events.
- Visualization and prototyping: Unity, Unreal Engine, Blender, Fusion 360, Maya, OpenGL, WebGL, and additive manufacturing.

EDUCATION AND PROFESSIONAL FOUNDATION

- High School Diploma, Computer Science, Northshore Homeschool Network, 2002.
- Began writing software at age eight and entered professional engineering directly from high school, advancing from engineer to enterprise architect across global health, automotive, telecommunications, and enterprise technology over 20+ years.
- Ongoing self-directed study in distributed systems, cloud platform architecture, and applied AI and machine learning.