

Ayaad AlShamroukh

Technology Executive · Founder & CEO · Former VP of Software Engineering

Portland, Oregon, USA | ayaad2002@yahoo.com | [linkedin.com/in/ayaadalshamroukh](https://www.linkedin.com/in/ayaadalshamroukh) | ayaad.helnix.com

PROFESSIONAL SUMMARY

Technology executive with 25+ years in software engineering and engineering leadership, including 10 years running engineering organizations and 3 years as chief executive. Track record of building high-performing teams and delivering enterprise software, multimedia and video streaming platforms, cloud systems and, most recently, autonomous AI platforms for regulated industries including government, law enforcement, banking and healthcare. Combines hands-on architecture depth with P&L, budget, partnership and go-to-market ownership. Seeking a senior engineering leadership role in the United States.

CORE COMPETENCIES

- Engineering leadership & organization building
- Product & technology strategy
- Enterprise software architecture
- Multimedia, live & on-demand video streaming systems
- Autonomous AI, LLM and computer-vision platforms
- AI governance, security & compliance
- Cloud (AWS) and on-premises infrastructure
- Budgeting, forecasting & vendor management
- Agile / Scrum delivery at scale
- Partnerships, government & law-enforcement customers

PROFESSIONAL EXPERIENCE

Founder & Chief Executive Officer — NeueCode, Portland, Oregon Mar 2025 – Present
Sovereign, autonomous AI engineering and governance platform for government, banking, healthcare, energy and defense customers.

- Founded the company and defined product strategy, architecture and commercial direction.
- Lead development of an on-premises and air-gapped AI platform: autonomous coding agents, private LLM assistants, document Q&A and computer vision on customer-owned GPU infrastructure.
- Designed the enterprise AI governance layer: policy enforcement at point of use, human-in-the-loop approvals, controlled data egress and a tamper-evident audit trail; built an AI governance gateway for third-party coding tools.
- Delivered four AI platforms to production, including a real-time video intelligence system and a government procurement intelligence SaaS.
- Built partnerships and reseller channels; oversee delivery across web, desktop, VS Code, Visual Studio and MCP integrations.

Senior Information Technology Consultant — DiscoverVideo Inc, Remote (contract) Jan 2023 – Mar 2025

- Evaluated IT systems and business processes; developed IT strategies and architectures aligned with business objectives.
- Led design and deployment of enterprise video and cloud systems with a focus on streaming infrastructure, networking and security; advised on best practices and compliance.

Chief Executive Officer — HELNIX, New Hampshire Sep 2022 – Mar 2024

Body-camera and digital-evidence technology for law enforcement and government.

- Owned business strategy, revenue growth and market expansion; directed product innovation and R&D for body-camera technology.
- Built strategic partnerships with law-enforcement agencies and government entities; represented the company at industry conferences and speaking engagements.

- Oversaw budgeting, forecasting and resource allocation; championed data security, privacy and regulatory compliance.

Executive Vice President — HELNIX LLC, New Hampshire

Aug 2017 – Sep 2022

- Built, tested and deployed scalable, highly available and modular software products, including a subscription-based OTT video streaming service (C#/.NET, SQL Server, IIS, AWS).
- Worked directly with clients on problem specifications and system designs; collaborated with performance engineers to remove bottlenecks and improve supportability.

Vice President of Software Engineering — DiscoverVideo Inc, Wallingford, Connecticut (remote)

Dec 2015 – Dec 2022

DEVOS enterprise multimedia platform: live and on-demand streaming, recording, scheduling, digital signage and priority alerting, on-premises and cloud, serving K-12, corporate and government customers.

- Led a large organization of software engineers, architects and technical managers across all software development and delivery.
- Owned the architecture of the streaming stack: encoding and ingest, live and VOD delivery, recording, player and signage endpoints, and AWS cloud services.
- Defined and executed the software engineering strategy; owned the engineering budget, resource allocation and cost control.
- Championed agile methodologies and a culture of collaboration, transparency and continuous learning; managed technology partners and vendors.

Software Engineering Manager — DiscoverVideo Inc, Wallingford, Connecticut

Nov 2012 – Dec 2015

- Owned the full system development life cycle and execution against project plans and delivery commitments in an Agile/Scrum environment.
- Delivered video platform features across streaming, recording, scheduling and signage; reported integration issues and vulnerabilities with recommendations.

Software Developer Engineer — Cambia Health Solutions, Portland, Oregon

Nov 2011 – Oct 2012

- Object and component development, n-tier applications and cross-system integration for healthcare systems.

Business Systems Analyst, Support Services — The Regence Group, Portland, Oregon

May 2010 – Nov 2011

- Support, maintenance and enhancement of core systems; functional requirements, system testing, configuration and data conversion supporting Regence core strategies.

Software Engineer — Epiq Systems, Beaverton, Oregon

Mar 2007 – Apr 2010

- Object and component development, n-tier applications, cross-system integration, and system analysis and design.

EDUCATION & CREDENTIALS

Bachelor of Science, Computer Science — Portland State University, Portland, Oregon

2003 – 2009

DISPL Certified Tech Sales Specialist — DISPL certified partner program

TECHNICAL SKILLS

AWS · Cloud & SaaS architecture · Python · C# / .NET · SQL Server · IIS · Video streaming (live, VOD, encoding, signage) · Local LLMs & RAG · Machine learning & deep learning · Computer vision · Cybersecurity & compliance · Systems integration

Languages: English and Arabic (professional fluency)