

JIM BOOTH

Technical Sales Leader | Data Center & AI Infrastructure | Storage Expert
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PROFESSIONAL SUMMARY

High-impact technical leader with 20+ years of experience bridging the gap between complex engineering and revenue generation, now focused on AI Infrastructure for GPU-dense data centers, built on a foundation of **Data Center Modernization, Enterprise Storage and Cloud**. Drove solution architecture for 300MW of two-phase direct-to-chip cooling tied to **GPU-dense AI Factory buildouts**, bridging rack-level thermal/power design with large-scale training and inference infrastructure.

PROFESSIONAL EXPERIENCE

endur.dev | *Principal Consultant, AI Infrastructure* | Feb 2026 – Present | Remote

- **Investor Advisory:** Engaged by investor's diligence team as **subject-matter expert on two-phase DTC cooling** vendor evaluations and liquid-cooling market dynamics.
- **Research Consulting:** Paid advisory work for industry researchers on real-world deployment constraints for **high-density GPU infrastructure**, including **power density, CDU sizing**, working fluid selection, and secondary-loop integration.
- **AI Systems Engineering:** Built a **transformer-based LLM from scratch** in PyTorch (tokenizer through multi-head attention to GPT-2 inference) and built tool-use agents without framework abstractions (ReAct loop with tool execution and working memory).

ACCELSIUS | *Sr. Solution Architect* | Nov 2024 – Feb 2026 | Remote

- **Technical Impact:** Connected rack-level thermal and power architecture to GPU cluster scale-out, showing how NVLink/InfiniBand topology, NCCL collective communication, and training parallelism drive density, power, and cooling requirements in 150kW+/rack AI Factory deployments.
- **Strategic Leadership:** Promoted to Sr. Solution Architect within 5 months.
- **Sales Enablement:** Created 20+ technical assets and 30+ proposals, **reducing the average sales cycle by 30%+** by streamlining the engineering-to-sales handoff.

SADA (An Insight Company) | *Sr. Cloud Engineer* | Mar 2022 – July 2024 | Remote

- **Cloud Modernization:** Empowered customers to build scalable HA solutions on Google Cloud Platform (GCP) using Kubernetes and serverless cloud services.
- **Client Success:** Led comprehensive infrastructure assessments, delivering prescriptive roadmaps that accelerated cloud adoption and app modernization.
- **Mentorship:** Mentored junior engineers on sales strategy and customer champion development, increasing team efficacy in technical POCs.

CISCO SYSTEMS | *Technical Solution Architect – Cloud* | Oct 2013 – Mar 2022 | Denver, CO

- **Regional Technical Lead:** Served as the primary Technical Closer for the US West region, driving the adoption and architecture of Hyper-converged Storage infrastructure.
- **Cloud Native Mentorship:** Spearheaded internal mentorship of engineering team on Kubernetes, Containers, and Cloud Native technologies.
- **Solution Design & Automation:** Executed high-stakes Proof of Concepts (POCs) and performance analyses, utilizing custom scripting to automate data protection.
- **Strategic Consulting:** Delivered technical strategy presentations and consultations to clients, aligning storage architectures with long-term business objectives.

PREVIOUS LEADERSHIP & ENGINEERING SUCCESS

- **NetApp** | *Systems Engineer* (2011–2013): Achieved **127% sales attainment** in 2013, providing technical leadership for a sales territory with a **\$10M+** goal.
- **WHIPTAIL / XIV (IBM)** | *System Engineer & Regional Architect* (2009–2013): Specialized in pre-sales support for All-Flash arrays and the XIV enterprise storage platform in the Western US.
- **EMC** | *Advisory Technical Consultant* (2007–2009): Managed strategic accounts and performance software solutions in the Bay Area and Western region.
- **Early Leadership** (2000–2007): Held key management roles including **Managing Director of Systems Engineering** at CreekPath Systems and **Technical Product Manager** at Veritas.

EDUCATION & CERTIFICATIONS

B.S. in Computer Engineering | Kansas State University
Machine Learning Specialization | Stanford University

Cloud Certifications

- AWS Certified Solutions Architect
- AWS Certified Developer
- AWS Certified SysOps Administrator

TECHNICAL SKILLS

- **Technical Stack:** Storage (EMC, NetApp, IBM, etc.), GPU (Nvidia, AMD, etc.), InfiniBand/RDMA, Linux (RHEL/Debian), Google Cloud Platform (GCP), AWS, Kubernetes
- **Core Competencies:** Sales Engineering, Data Center Modernization, Challenger Selling, Driving POC, RFI/RFP projects
- **AI & Emerging Tech:** LLM inference, Transformers, Agentic AI, high-density liquid cooling for GPU clusters