

BRIAN VALLE

Operations & Technical Leader · Reliability · Process Improvement · Cross-Functional Delivery

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PROFESSIONAL SUMMARY

Operations and technology leader with 25+ years of experience, including 13 years in director and senior director roles at Comcast, the last ten leading organizations of up to about 45 staff plus contractors across U.S. time zones and overseas, remotely. Ran reliability operations for a high-scale video platform distributed across regional and national data centers, serving millions of weekly streams, through Comcast's move from coax to IP streaming and its rollout to partner operators, led the national top-tier escalation and deployment teams in partnership with product, program, network operations, customer care, and development teams, led capacity planning with Finance, restructured and consolidated engineering organizations, and delivered mission-critical releases four months ahead of schedule. Co-founded and co-owned a retail business (2018–2020); since 2022, founder and operator of M-LAB, a small product and technology business, and since 2025, founder of Greenside Live, a live engagement platform for golf clubs.

CORE CAPABILITIES

- Operational leadership
- Program execution
- Resource & capacity planning
- Capital planning with Finance
- Cross-functional partnership
- Lean process improvement
- Root-cause analysis
- Continuous improvement
- Change management
- KPI/SLA management
- Technical-to-business communication
- Incident management
- Distributed team leadership
- Stakeholder alignment
- Vendor management

PROFESSIONAL EXPERIENCE

Founder | Greenside Live

Cameron Park, CA

2025 – Present

- Greenside Live puts a private club's golf day on every member's phone as it happens: live video from the course, live scoring for casual games, and real-time results, with the same feed on the clubhouse TV. (greenside.live)
- Built it end to end (app, web admin, and on-course hardware) and run the business, from club onboarding to event-day support.

Founder / Technical Consultant | M-LAB

El Dorado Hills, CA

2022 – Present

- Grew a planned maker space into a small prototyping and reverse-engineering lab, run end to end.
- Reverse-engineered and redesigned parts that fail in everyday products, including camp-chair end caps, CNC dust-collection arms, and a hard-to-find Mercedes headrest pin. The redesigned chair caps are now the main product, sold through M-LAB's own store to customers across the US and Canada.
- Built bespoke IoT devices to monitor plastic sheet pressing, prototyped a vision system to catch CNC machining defects, ran a 3D print farm, made custom metal golf ball markers, and supplied recycled HDPE plastics to maker spaces and schools across the US.

Senior Director, Engineering (Video On-Demand Advertising) | Comcast

Remote, distributed teams

2022

- Directed an engineering organization responsible for delivering millions of VOD advertisements daily across Comcast and syndication partners.
- Established operational priorities and managed changing demands, dependencies, releases, and service commitments across distributed teams.
- Transitioned code ownership of the advertising platform from an overseas team to my own team, so we could manage, update, and deploy it independently, which sped up delivery and simplified the organization.
- Delivered mission-critical software releases four months ahead of schedule.
- Led postmortems, change management, KPI/SLA reporting, and operational reviews to identify trends, risks, and corrective actions.

Senior Director, Engineering (Tools) | Comcast

Remote, distributed teams

2020 – 2022

- Unified and restructured multiple engineering teams under shared operating objectives, using value stream mapping, Pareto, and fishbone analysis to target high-impact process problems.
- Replaced spreadsheet-driven channel-lineup provisioning with an application that stored local, regional, and national stream configurations, validated each change, and recorded who made it and when. Designed the system, secured funding from Finance, then drove adoption across teams and trained them.

Director, Engineering (IP Video Capacity Engineering) | Comcast

2018 – 2020

Remote, distributed teams

- Led a hybrid organization of engineers, analysts, and data scientists responsible for infrastructure performance and capacity planning.
- Built dashboards that showed disk usage proactively and predicted growth, triggering scale-out before capacity ran short and flagging likely drive failures before they happened.
- Partnered with Finance to align capital planning with business growth and improve budget accuracy.

Director, Engineering (IP Video Site Reliability Engineering) | Comcast

2009 – 2018

Sacramento, CA, then remote

- Ran operations for a high-scale video platform distributed across regional and national data centers, serving millions of weekly streams and DVR playbacks.
- Teams were on the front line of moving Comcast video from local and regional coax-based delivery to the IP streaming platform Comcast now licenses to other operators, including the rebranded deployments for Cox Communications in the U.S. and Rogers, Shaw, and Vidéotron in Canada.
- Led the national top-tier escalation team, the last support tier before software development. Owned every outage, its postmortem, and the corrective actions, including public-safety-critical services such as Emergency Alert System (EAS) delivery, working daily with network operations, customer care, software development, and Comcast's in-house CDN team.
- Served as the deployment team for new platform capabilities: planned each launch with program and product managers, then supported it in production.
- Created self-healing automation and incident-management protocols that reduced mean time to recovery.
- Managed vendors including MediaKind, UCS server and storage hardware, third-party colocation data centers, and talent sourcing.

ENTREPRENEURIAL EXPERIENCE

Co-founder & Co-owner (side business) | The Aid Station

2018 – 2020

Auburn, CA

- Co-founded a trail running store and beer bar with one partner, built from scratch in Auburn, home of the Western States 100, with a staff of about five.
- Opened every vendor account from zero (Salomon, New Balance, Altra, Black Diamond, and more); ran a local-brewery beer bar, weekly trail runs (10–30 runners), and live Western States 100 podcast coverage. Exited in 2020.

GOVERNANCE & ADDITIONAL LEADERSHIP

Executive Chair, Golf Committee | Cameron Park Country Club

Feb 2026 – Present

- Volunteer leadership working with club management on operations, events, member experience, and improvement priorities.

Member, Finance Committee | Cameron Park Country Club

2022 – 2024

- Reviewed the club's budget in an advisory role to the chair of finance.

EARLIER EXPERIENCE

- **TVWorks**, Senior Engineering Manager (2006–2009): led teams responsible for lab infrastructure, technical documentation, application support, and incident response. Joined Comcast as a leader and subject-matter expert for the interactive TV platform when TVWorks became wholly owned by Comcast in 2009.
- **MetaTV**, Senior Systems Engineer (2002–2006): responsible for the local headend and software systems; built cable test labs, designed networked TV systems, and created support automation. MetaTV was acquired in 2005 by TVWorks, a Comcast and Cox venture.
- **Liberate Technologies**, Senior Systems Engineer (2000–2002): deployed and supported interactive cable systems across the U.S. and Europe; field deployment lead.
- Gave product demonstrations of the interactive TV platform at all three companies.

EDUCATION & CERTIFICATIONS

- B.S., Computer Science, Stevenson University, 2000
- Six Sigma Black Belt, Acuity Institute, 2014
- AWS Certified Cloud Practitioner, Amazon Web Services, 2023 (expired)