

Rommel Sunga

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PROFESSIONAL SUMMARY

Senior Specialist Solutions Architect at Amazon Web Services covering AWS End User Messaging and Amazon SES across Asia Pacific. Twelve years across communications, CPaaS, and SaaS, with seven years in customer-facing solutions engineering and architecture, on a foundation of backend and infrastructure software engineering. Owns the technical relationship end to end: architecture reviews with platform teams, business framing with executive sponsors, and the reference implementation that proves the design works. Eight published posts on the official AWS Messaging Blog, each shipping with an open-source repository reused by field teams.

PROFESSIONAL EXPERIENCE

Senior Specialist Solutions Architect, End User Messaging and SES

Amazon Web Services | Singapore | November 2024 to Present

- Specialist Solutions Architect aligned to the Communication Developer Services go-to-market team, engaged on 29 opportunities across Australia and New Zealand, ASEAN, and Japan in the first half of 2026.
- Published eight posts on the AWS Messaging Blog as lead author on five, each with an accompanying open-source reference repository now reused by field teams across Asia Pacific and Greater China.
- Lead specialist on enterprise migrations onto Amazon SES and AWS End User Messaging from competing providers, covering international number registration and portability, dedicated IP warm-up, per-tenant reputation isolation, deliverability and suppression strategy, and block-list management at hundreds of millions of messages per month.
- Authored the AWS blog post and open-source reference implementation for an autonomous ecommerce agent built on OpenClaw, Amazon Bedrock AgentCore, and AWS End User Messaging. Buyers shop over WhatsApp and the web while the operator runs restocks, refunds, and orders as natural-language commands from Telegram. The repository is live for field and customer use and the architecture is now the regional agentic AI reference.
- Built further agentic AI reference architectures pairing AWS End User Messaging with Amazon Bedrock agents and knowledge bases for ecommerce and financial services, adopted by teams beyond the immediate region and incorporated into the regional sales play.
- Built the CPaaS news digest used by the go-to-market and Solutions Architect team, an automated competitive intelligence feed, alongside a competitive positioning portal and an RFP knowledge base.

Senior Sales Engineer

8x8 | Singapore | August 2023 to November 2024

- Achieved 100 percent of regional quota in Q4 2024.
- Built the CPaaS technical demo platform used by the regional sales team in live customer meetings, using React, Next.js, Node.js, and Python, containerized with Docker on AWS EC2, covering the SMS, Messaging Apps, Voice Callflows, and Verification APIs with embedded video conferencing.
- Created 31 product demonstration videos for the 8x8 developer channel that have reached thousands of views, spanning CRM integrations with Salesforce, Zendesk, Freshdesk, and Okta, the Voice Callflows API, and video conferencing.
- Wrote the accompanying product documentation as a technical writer, covering the SMS, WhatsApp, RCS, Viber, and LINE channels plus the Verification and Automation Builder services.
- Received the 8x8 Employee Appreciation Award.

Senior Sales Engineer

GuardRails | Singapore | November 2022 to August 2023

- Founded the sales engineering practice at an early-stage application security company, reporting directly to the CEO and CTO.
- Ran technical evaluations and security reviews with CISOs and enterprise security teams through full enterprise buying cycles.
- Led on-premise Kubernetes deployments across AWS, GCP, and Azure for customers with data residency and air-gap requirements.

Principal Solutions Engineer

Twilio | Singapore | June 2020 to September 2022

- Top APAC Solutions Engineer for Q2 2021 at over 400 percent of quota, promoted out of cycle from Senior to Principal Solutions Engineer.
- Received the H1 2020 Transformative Deal Award, given that half to the largest Twilio Video engagement in the region.
- Second place in the Twilio 2021 Solutions Engineering hackathon for a real-time transcription and translation demo over live video conferencing.

Software Engineer, then Solutions Engineer

Sendbird | Singapore | June 2018 to June 2020

- Joined the Y Combinator-backed chat infrastructure company as approximately its 30th employee, before the funding rounds that took it past 100 million dollars raised and into unicorn valuation.

- Led technical engagements with major APAC enterprise accounts while contributing to the core backend platform and AWS infrastructure management.
- Built a live-migration service on AWS Lambda, Aurora, and S3 that moved customer chat history without downtime, and authored the customer-facing write-up of it on the Sendbird engineering blog.

Senior Software Engineer, Data and Infrastructure

Big Fish Games | Seattle | November 2017 to June 2018

- Built a Hive and Spark cluster on AWS EMR for game data ingestion and ETL, with Spark transformation jobs in Python.

Software Engineer, Platform

Rakuten | Tokyo | July 2016 to October 2017

- Built a distributed computing platform with Docker, Marathon, and Apache Mesos, and maintained the microservices API layer on Nginx and Consul.

Software Engineer

Avery Products Corporation, then **Panasonic Avionics Corporation** | California | April 2014 to July 2016

- Maintained Java applications for online customized label design with ETL for business intelligence using MySQL, and developed Linux test tooling for in-flight entertainment hardware.

SELECTED PUBLICATIONS

- Build an autonomous ecommerce assistant with AWS End User Messaging, Amazon Bedrock AgentCore, and OpenClaw. AWS Messaging Blog, July 2026. Lead author.
- Send rich RCS messages with AWS End User Messaging RCS. AWS Messaging Blog, August 2026. Lead author.
- Send WhatsApp Business messages with AWS End User Messaging Social. AWS Messaging Blog, June 2026. Lead author.
- Adding LINE Messenger to your AWS omnichannel fallback solution. AWS Messaging Blog, June 2026. Lead author.
- Implement Tenants in your Amazon SES environment, Parts 2 and 3. AWS Messaging Blog, November 2025. Lead author.
- Track OTP success with AWS End User Messaging SMS feedback. AWS Messaging Blog, October 2025. Sole author.
- Migrating chat made easy with Sync Server. Sendbird Blog, August 2019. Sole author.
- How to build an Android chat app using a chat API, Part 2: Channel List. Sendbird Blog, March 2019. Sole author.

SKILLS

Languages: Python, TypeScript, JavaScript, Java, SQL

AWS: Amazon SES, AWS End User Messaging, Amazon Bedrock, Lambda, DynamoDB, EC2, EMR, Aurora, S3, CloudFront, API Gateway, CDK

Cloud and infrastructure: GCP, Azure, Docker, Kubernetes, Terraform, Nginx, Consul

Applied AI: LLM application development, agent design, evaluation frameworks, prompt and schema constraint design, retrieval and knowledge bases, local model inference

Web: React, Next.js, Node.js, Vite

CERTIFICATIONS

AWS Certified Solutions Architect Associate

AWS Certified AI Practitioner

AWS Certified Cloud Practitioner

EDUCATION

University of California, Irvine | Bachelor of Science, Computer Science | Dean's List | 2010 to 2014

ADDITIONAL

Side projects, the full 31-video demo library, published tutorials, and two playable browser games with an LLM-driven game master are documented at emchamp.github.io.