

Joey Rutledge

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SUMMARY

Engineering leader with 20+ years in email infrastructure, deliverability, and anti-abuse operations. Started directly managing sending infrastructure at Mailchimp, grew into leading the same team, and spent 10+ years representing Mailchimp on the M3AAWG Board of Directors. Deep technical roots in MTA architecture, IP reputation, and email authentication, with a strong track record building and leading delivery teams at scale.

EXPERIENCE

Engineering Manager, Email Delivery · *Mailchimp / Intuit* | 2016 – 2026 | Atlanta, GA (Remote)

- Led a team of up to 11 engineers, ranging from Engineer II to Staff Engineer, responsible for email delivery infrastructure sending billions of messages per month across Mailchimp and Mandrill platforms.
- Managed team executing migration of email delivery infrastructure from physical data center to AWS EC2, coordinating across multiple engineering teams and shut down the colocation facility.
- Contributed to deliverability strategy across IP and domain reputation monitoring, feedback loop processing, blocklist remediation, ISP postmaster relationships, and traffic shaping.
- Managed engineering team responsible for Mailchimp's internal MTA infrastructure, overseeing queue logic, retry behavior, and delivery optimization across 60+ servers sending over a billion emails on peak days.
- Continued M3AAWG Board of Directors representation through the management tenure, coordinating sponsorships across three annual conferences and building lasting relationships across the email industry and abuse prevention community.
- Used AI-assisted debugging to diagnose and resolve a long-standing DKIM signing bug in production sending code, working through root cause analysis, testing, and rollout.
- Built an AI-powered daily operations briefing system integrating Jira, Slack, Gmail, Google Drive, Confluence, and GitHub.
- Developed a Python-based synthetic email delivery monitor to measure end-to-end delivery performance across Mailchimp and Mandrill, filling a gap that commercial monitoring tools couldn't cover.

Infrastructure Engineer, Email Delivery · *Mailchimp* | 2012 – 2016 | Atlanta, GA

- Served as primary Infrastructure Engineer for the Mailchimp Delivery team, responsible for the OS layer on all MTAs and the payload routing application that directed email to sending infrastructure.
- Scaled PowerMTA sending infrastructure from approximately 4 to 50+ physical instances, managing server provisioning, configuration, and capacity growth to keep pace with Mailchimp's growth.
- Administered a fleet of 250+ physical servers, responsible for OS maintenance, security patching, upgrades, and reliability across the delivery stack.
- Contributed to deliverability strategy across IP and domain reputation monitoring, feedback loop processing, blocklist remediation, ISP postmaster relationships, and traffic shaping.
- Contributed to industry adoption of DKIM, DMARC, and SPF standards through active representation at M3AAWG working groups focused on authentication and anti-abuse policy.
- Joined the M3AAWG Board of Directors as Mailchimp's representative approximately one year into my tenure, serving on a rotating two-year seat and participating in working groups focused on deliverability and anti-abuse policy.
- Co-created The Freddie Mercury Project (2013), an extracurricular initiative to transmit email from the stratosphere via Raspberry Pi and Iridium satellite modem. Three balloon launches, 20 emails delivered, 96,726 ft peak altitude. joeyrutledge.com/freddie/

Systems Administrator · *Cox Communications* | 2008 – 2012 | Atlanta, GA

- Managed postmaster operations and abuse desk for one of the largest US ISPs, handling inbound complaint volumes, blocklist escalations, and sender reputation policy.
- Operated and maintained Openwave MTA infrastructure with Cloudmark and Brightmail filtering at scale.
- Administered Solaris and Linux server environments supporting email routing, filtering, and customer-facing mail services.

Systems Administrator · *BellSouth / AT&T* | 2004 – 2008 | Atlanta, GA

- Managed high-volume consumer email infrastructure including postmaster operations, abuse handling, and MTA administration.
- Maintained Solaris-based systems and participated in ISP-level deliverability and filtering policy development.

NOC Analyst · *CNN / Turner Broadcasting* | 2001 – 2004 | Atlanta, GA

- Administered Unix/Linux server infrastructure in a large media production environment.

NOC Analyst/Systems Administrator · *Interliant* | 1999 – 2001 | Atlanta, GA

- Managed hosted email and web infrastructure for enterprise customers on Solaris and Linux platforms.

TECHNICAL SKILLS

Email: PowerMTA, NeoMTA, Postfix, Openwave, DKIM/DMARC/SPF, IP reputation management, feedback loops, deliverability monitoring, spam filtering

Cloud: AWS (EC2, Aurora RDS) — operational support and infrastructure coordination

Infrastructure: Data center operations, CoLo migrations, physical server fleet management, DNS, IP management, Linux networking, Grafana, Zabbix

Security: ACP compliance, CSRF remediation, API key rotation, secrets management, anti-abuse systems

Systems: Linux (Red Hat/CentOS, Debian), Solaris

Languages & Scripting: Shell scripting, Perl, PHP, Python, MySQL

AI / Automation: AI-assisted debugging and code analysis, MCP-connected tooling, AI-directed application development

Tools: Jira, GitHub, Slack, Confluence, Splunk, PagerDuty

INDUSTRY INVOLVEMENT

- M3AAWG Board of Directors — 10+ year tenure as Mailchimp representative. Active in deliverability, abuse prevention, and policy working groups.