Arnold Blinn
Partner

About Me

Growing up, I always wanted to be an architect who designs buildings or bridges. I did indeed become an architect - just a software one. I got a PC when I was barely a teen and was instantly hooked. I taught myself how to program and attended a few college classes while in high school. I attended Carnegie Mellon University to study Computer Science and moved out West post-graduation. After a successful 35+ year career, I now help companies with my expertise on how to architect and integrate large-scale web services to meet customer needs. I combine my acute technical skills with strong customer empathy to architect high-impact platforms, often with simple changes to align customers, engineering, and product.

Career Highlights

I began my software engineering career at Oracle Corporation before joining Go Corporation, a startup building a pen-based tablet (which the market wasn't quite ready for). From there, I became a Founder and Primary Architect for Ink Development Corporation. We obtained funding, grew the company to 30 people, and pivoted our focus several times. Eventually, we changed the company name to eShop, inc. and developed software for online shopping. We ultimately sold this company to Microsoft. I then spent nearly 17 years at Microsoft, serving as a Partner Architect for several divisions and innovative teams. I helped shape the first commercially available commerce server and then joined the online division. I founded the MSN shopping team where I defined the product vision, business model, architecture, feature set, and UI. We grew the team to 80 people, responsible for one hundred million dollars of revenue, and I served as the Head Integration Architect for MSN (which later became Windows Live). I coordinated divisional architectural issues across all teams and 1000 developers. While serving as MSN/Windows Live Architect, I started a team to build new products and services that leveraged, tested, and validated (or extended) the underlying platform. This resulted in several groundbreaking products that ultimately grew into O365, Azure, and more. I then joined Xbox, where I was an architect of Xbox Live, helping with the implementation and integration of the Xbox with Windows and Mobile devices and the creation of the first non-gaming applications on the Xbox. Next, I worked as the development manager and architect of several different teams in Microsoft Studios. I left Microsoft to become the Chief Architect at GoDaddy, where I rearchitected dozens of different products into a tightly integrated offering. I ensured applications, platforms, and systems worked well together to meet the needs of customers' growth, contributing to our $4.5 billion IPO. During Covid, I became CTO of PPLSI, managing all software development, product management, IT, and operations of LegalShield and IDShield. Post this position, I became an Advisor, working with an array of companies to solve problems and enhance their success.

Techquity Solutions

Good tech implementations can solve problems beyond the current ones a business faces, allowing companies to pivot with market and other changes. I am passionate about helping companies use technology appropriately to solve problems efficiently and at scale.

Innovation & Impact

- Awarded over 60 patents in e-commerce, digital rights management, online services, domains, and web services
- Built the first Internet e-commerce server
- Significant contributions to GoDaddy's revenue growth and IPO
- Led architectural integration of large-scale systems at Microsoft and GoDaddy
- Led teams and innovated cornerstone products/ solutions at multi-billion dollar companies

Why Techquity?

I feel blessed to have worked on a diverse set of problems with many talented people, doing what I love, and I want to continue that kind of work on my terms. With Techquity, my deep technical expertise and architectural focus complement other Partners' talents. I can remain connected to technology while working on a variety of interesting projects that make a difference for companies, including teaching and mentoring tech leaders.

Thought Leadership

I am a maintainer of Domain Connect, an open-source standard that makes it easy for users of third-party services (running at Service Providers) to configure and set up DNS (running at DNS Providers). The user can do this with no knowledge of the nuances or details of DNS records or settings. *https://domainconnect.org*

Chief Architect at GoDaddy, Partner/Head Architect of MSN/Windows Live and Xbox Live at Microsoft, and Architect of integrated platforms serving hundreds of millions of users

Experience

Executive Roles

PPLSI
Chief Technology Officer

GoDaddy
Chief Architect

Microsoft
Partner Architect/Development Manager, Microsoft Studios

Partner Architect, Xbox LIVE Engagement

Partner/Head Architect, Windows Live/ MSN

Partner Architect/Development Manager, MSN Shopping

Ink Development, eShop Inc.
Architect/Founder

University Boards

Carnegie Mellon University
Alumni Association Board Member

School of Computer Science Advisory Board Member

School of Computer Science Dean's Advisory Board

Seattle · San Francisco · New York · Boston

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**Technology problems are the hardest problems.
We help you fix them.**

We Can Help

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