Sami Horani

Accomplished technology leader with extensive experience designing, implementing, and managing enterprise-grade API ecosystems for digital commerce platforms. Proven expertise in API security, authentication, eligibility, offer management, cart and order processing, and customer account lifecycle management.

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Work Experience

06/2004 - 06/2024
Principal Software Engineer
DirecTV (AT&T)

09/1998 - 06/2004
Software Engineer
Oracle

Highlights

Provide strategic leadership for the design, implementation, and lifecycle management of the NFL OTT API ecosystem, ensuring secure, scalable, and reliable digital commerce experiences.

Oversee the end-to-end integration of authentication (OAuth), eligibility, offer management, cart, prospect, and order APIs, aligning technical delivery with business objectives and compliance requirements

Direct cross-functional teams in the development and maintenance of customer-facing endpoints, ensuring seamless user journeys from eligibility assessment through order completion

Establish and enforce API security, session management, and data privacy standards, including token-based authentication and sensitive payment data handling

Drive continuous improvement in API error handling, monitoring, and transaction traceability to optimize operational efficiency and customer satisfaction

Collaborate with business stakeholders to define requirements and prioritize enhancements for NFL OTT digital product offerings

Ensure robust documentation, version control, and change management practices for all API modules to support internal and external developer enablement

Lead incident response and root cause analysis for API related issues, implementing preventative measures and communicating impacts to executive leadership

Foster a culture of innovation and agility, leveraging emerging technologies and best practices to enhance the NFL OTT digital platform's competitive advantage

Helped with the integration of Union Bank of Switzerland and Swiss Bank Corporation financial systems, utilizing SWIFT messaging and Sun Middleware. This effort helped UBS avoid $1M regulatory fine by meeting the merger deadline in 3 months

Education

Cal Poly Pomona — B.S, Computer Science 1996

Interests

Computing | Industrial Design | Philosophy | Human Machine Interface | Minimalism | Economics

Skills & Competences

Skill	Level
AI/ML	██████████
Python	█████████
DevOps	█████████
Azure Cloud	█████
Automation	████████
Verbal and written communication	███████
Agile	████████
Creativity	█████████
Time Management	██████