

To Whom It May Concern,

Every time I step through the front door of a new company, I bring one mission: 110% of my passion, culture, and experience to take the technology organization to the next level. With over two decades of hands-on leadership, I've architected and scaled enterprise platforms that have reshaped industries and accelerated growth at companies like ADP Brokerage (now Broadridge), Scottrade (now Charles Schwab), LPL, Trust Company of America (now Axos Advisor Services), Tupperware Brands, GetSwift, Etana Custody, and IBM Watson AI across Wealth, Banking, Pharma, and Telco sectors. My experience spans application and infrastructure architecture, product and software development, project and product management, and enterprise strategic planning — consistently translating complex technical landscapes into strategies that drive revenue, spark innovation, and change the game for startups and Fortune 500 companies alike.

But what truly sets me apart is an unrelenting passion for AI that I've been living and building since 2016 — not as a spectator, but as a hands-on architect shipping production systems that deliver measurable P&L impact. As I wrote in my LinkedIn article, "The AI Train Left the Station" — companies that wait will miss it, because it has already departed. I didn't wait. I've been aboard since the beginning, and I've been driving the engine.

At Etana Custody, the CEO tapped me to spark technology innovation for a regulated Trust company managing fiat and digital assets. I didn't just modernize — I reimagined the entire platform. I architected the first back-office system featuring a full ERP with double-entry accounting, straight-through processing for fiat and crypto transactions, exchange settlement, clearance, and automatic bank reconciliation. I designed and deployed applications powered by an open-source dual-entry accounting ERP, a Kubernetes-based trading system with crypto/FX smart order routing, and a custom-built standalone clearance and settlement system — all wrapped in a world-class Flutter UX (Etana EDEN) giving clients a single pane of glass for all custody functions. The entire stack runs as AWS-native Kubernetes applications leveraging RDS, EKS, Terraform, and Helm for push-button deployment.

But what I'm most passionate about at Etana is what I built with AI. I designed and deployed the first enterprise GenAI assistant using fine-tuned private LLMs (Llama, Gemma, Qwen via LoRA/QLoRA on MLX/PyTorch) with advanced ReAct and Chain-of-Thought reasoning, integrated with MCP (Model Context Protocol) servers for autonomous tool calling across our enterprise applications — trading systems, custody platforms, compliance engines, and back-office ERP. This wasn't a chatbot answering FAQs. It was an autonomous agent making real API calls: pulling account balances, checking order books, verifying compliance status, executing trades, and initiating settlement workflows — all with proper authorization and audit trails. I personally showcased it trading cryptocurrencies live — conversations that interact with the trading system to get balances, pull order books, execute trades, and review orders. The measured impact: internal ops tasks that took 15–20 minutes of system navigation dropped to under 2 minutes. Support ticket resolution time decreased by over 60%. That's AI done right — enterprise architecture with state-of-the-art MCP agents having their own conversations to answer users' questions.

Today, through Notovision, my fractional CTO/CISO practice, I'm channeling that same fire into building the next generation of AI-powered platforms. Recently, I built the Notovision GenAI Assistant — a full-stack AI platform that goes far beyond chatbots. It listens to your voice via locally-hosted Whisper speech-to-text, understands intent through multi-provider LLMs (Ollama and AWS Bedrock), executes

complex tasks through 6 MCP servers and 17 domain skills, and generates real deliverables — PowerPoint presentations, documents, web artifacts — all from a single conversational interface with Kokoro text-to-speech auto-playback. It runs in Docker containers, enterprise-ready for Kubernetes, serving multiple concurrent users. I'm building AI systems with AI — using VS Code, GitHub Copilot with Claude Opus, and 7 subagents to architect at a pace that changes what's feasible for a small team. As I shared publicly: MCP is the real unlock. Skills plus tools equals domain automation. Voice changes everything. This is the platform I'm taking to clients through Notovision — helping startups and enterprises implement AI strategies with their own fine-tuned models instead of pricey commercial services.

Through Notovision, I'm also serving as fractional CTO for Lift Coefficient, structuring product development and enterprise architecture to secure Series A funding, building an AI-powered lead generation matching engine using Neo4j episodic memory agents. And for Broadridge, I'm directing crypto strategic planning and agentic AI development — building agent skills and MCP server tools for real-time code-generating agent actions.

The AI passion runs deep across my entire career. At IBM Watson, I developed the Universal Conversation Gateway Platform — a Kubernetes-based microservice orchestration gateway with 20+ omni-channel front-ends that became the international standard for Watson Virtual Assistants. The Regions Bank virtual assistant I architected handled 331,000 customer care calls, displaced 28 bankers' capacity, cut 57,000 hours annually, and delivered \$5.2M in cost savings. At First Data, we automated 40-minute POS terminal upgrade conversations, eliminating 500 additional call center hires — and saving \$15M annually.

My passion extends beyond code into the creative frontier. I've explored live 3D digital human animation using Unreal Engine 5.1, MetaHuman Creator, and audio-to-facial animation SDKs integrated with my VALARI conversation engine — because the future of UX isn't keyboards and mice, it's natural dialog with systems that see, hear, and understand.

Culture and talent are the foundation of everything I build. As I've keynoted publicly, the recipe for technology innovation requires Culture, Talent, and Strategy mixed correctly. People are the biggest variable — you can have the best technology in the world, but if you don't solve the right problem with the right people in the right culture, you won't succeed. I build family cultures where people are empowered to own outcomes, where failing fast and learning is celebrated, and where mentoring isn't a checkbox — it's who I am. At Scottrade, I took a risk-averse team sitting on 4 million lines of legacy code and transformed the engineering DNA, getting in the trenches with my team, solving the hardest problems alongside them — and they responded by re-engineering the entire system in under 2.5 years, growing the company to \$1B in revenue and a \$1.7B sale to TD Ameritrade.

My track record of building platforms that generate enterprise value speaks for itself: \$4B+ in cumulative value through acquisitions and growth at Scottrade (\$1.7B), TCA (\$267M to E*Trade), ADP/Broadridge (\$2B+), and GetSwift (\$50M+ in 2 years). Over 100 M&A technology integrations. CIO Magazine Top 100 Innovation Award. And deep compliance expertise across SOX, GDPR, HIPAA, FINRA, SEC, DORA, SOC2, and FDIC — I've personally handled regulatory audits and served as CISO.

As a visionary leader, I am laser-focused on product technology that drives revenue and sparks innovation — bringing solutions to market that change the game in any industry. I'm passionate about

building an awesome company culture, providing mentoring to all, and being a team player up and down the organization to build a winning attitude for our clients.

Sincerely,

Dennis Noto Jr.

720-236-2541

[LinkedIn](#) || <http://dennisnotojr.com> || <http://notovision.com>