

Joey Rutledge

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SUMMARY

Twenty years in email: residential ISPs, large-scale ESPs, and everywhere in between. At Mailchimp I started on the delivery team as an IC and eventually led it, while spending 20 years in the M3AAWG community as Mailchimp's face in the room. I've helped build sending infrastructure, fight abuse, and grow teams.

EXPERIENCE

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

- Led a team of up to 11 engineers responsible for email delivery infrastructure sending over 30 billion emails per month across Mailchimp and Mandrill.
- Led migration of Mailchimp and Mandrill email delivery infrastructure (MTAs and routing applications) from a self-managed colocation facility to AWS EC2, completed in under 6 months with minimal customer impact through weekly change windows.
- Grew MTA infrastructure from 4 servers handling roughly 10 billion emails per month to 60+ servers sending over 30 billion.
- Managed blocklist remediation end to end, identifying abusive senders, remediating IP reputation, and working directly with blocklist operators and ISPs to restore sending capability.
- Diagnosed and fixed a long-standing DKIM signing bug in production using AI-assisted debugging, working through root cause analysis, fix, and commit.
- Built a Python-based synthetic email delivery monitor measuring end-to-end delivery performance across Mailchimp and Mandrill.

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

- Served as primary infrastructure engineer for the delivery team, responsible for the OS layer on all MTAs and the routing application that directed email to sending infrastructure.
- Scaled PowerMTA infrastructure from roughly 4 to 50+ physical instances to keep pace with Mailchimp's growth.
- Joined the M3AAWG Board of Directors as Mailchimp's representative about a year in, having attended since 2005.
- 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.

Technical Support & NOC Analyst · *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)

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, involved since 2005, board representative for Mailchimp for 10+ years. Active across deliverability, abuse prevention, and policy working groups.