Elliott (Eli) White III

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Objective

Experienced technical leader seeking a position to drive technology adoption, strategy, and transformation. With more than 25 years in the industry, I possess extensive experience matching technical solutions to business objectives. I prioritize immediate needs without compromising long term stability, all while managing the bottom line.

Experience

CTO / DPO (Chief Technology Officer & Data Protection Officer)

smarTours — 3 years

- Joined senior leadership team at 40-person non-technical company to modernize it into a digital-first entity. Established a cross-functional team of eight direct reports, covering software engineering, QA, testing, data engineering and DevOps.
- Spearheaded an initiative to build the company's inaugural data warehouse, complete with custom ETL processes. We cleaned and normalized 25 years of legacy company data, then developed automated reporting. As a result, the efficiency of online marketing campaigns improved, leading to a savings of hundreds of thousands of dollars by discontinuing ineffective marketing tactics. Throughout the process I brought the company into compliance with GDPR, CCPA, and CPRA.
- Strategically refactored an outsourced legacy codebase, making it maintainable without a complete rebuild. During this process, we eliminated over 4 million lines of code and enhanced performance tenfold.
- Explored areas of inefficiency in company processes and introduced automation, reducing manual efforts from C-level executives downward, saving hundreds of hours weekly.

Founding Partner / CTO

Musketeers.me, php[architect], One for All Events LLC — 8 years

- Bootstrapped a startup encompassing multiple brands, adeptly juggling various roles to oversee all company facets, while focusing on emphasizing technology integration to cater to brand needs cost-effectively.
- Elevated the tech community through training, publications, and conferences with up to 2,000 attendees. Managed all event dimensions, including marketing, sponsorship acquisition, speaker liaison, and vendor negotiations.
- Prioritized user-focused designs and solutions, leading to improved customer satisfaction and conversion rates.

CTO & Co-Founder

mojoLive — 2 years

- Founded a startup aimed at disrupting social media for career professionals by applying advanced algorithms to assess and rank various facets of an individual's career.
- Directed system architecture to ensure scalable, resilient, and streamlined solutions, while assembling a team of seven development and design professionals that made rapid iterations based on investor insights.
- Engaged in investor relations, formulating pitches and tapping into networks to secure VC and Angel investments.

Early Experience

Held pivotal roles for 15 years at premier tech firms in web development, such as Zend, TripAdvisor, and Digg. Drove critical technical projects across enterprise corporations, nonprofits, and startups. Developed secure software for the NSA and contributed to the Hubble Space Telescope project with NASA.

Skills

Technical Strategy, Data Security, Software Engineering, Web Applications, Databases, Data Warehousing, Team Building, Automation, Performance, Scalability, PHP, SQL, JavaScript, jQuery, WordPress, Postgres, MySQL, AWS, ETL, GTM (Google Tag Manager), Google Analytics, Google Cloud, API, Memcached, BI (Business Intelligence), Metabase