

Rodrigo A. García

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A hands-on, senior IT Leader with a 15-year results-driven career, growing revenue and solving complex business scenarios across different industry verticals (aviation, healthcare, financial services, hospitality, education) within a context of value driven, customer focused products and services.

Key accomplishments include:

- Defined and implemented technology transformation strategy (Cloud Adoption, Business Intelligence, web services, mobile and e-commerce) to regain competitive edge in Aviation industry for online parts location services provider (over \$1B in customer transactions) in 15 months.
- Redesigned application development and support framework (People, Process and Products) for over 60 enterprise applications in Hospitality industry (\$650M) in 18 months.
- Create “top tier”, non-disruptive modernization strategy for e-commerce ecosystem (200K users and \$150M revenue stream) with minimal investment (\$500K) and implementation time of only 9 months.
- Create over \$15M in revenue related to technology roadmaps and enterprise solutions for multiple Fortune 500 companies focused around Software Quality Assurance, Mobility, Enterprise Content Management and Identity and Access Management.
- Lead Quality Assurance and Validation Center of Excellence in the US and India with over 80 associates working for 10 customers (including 4 Fortune 100 companies).
- Design and implementation of an Identity and Access Management Solutions for 3 Fortune 100 companies with over 2M users.

PROFESSIONAL EXPERIENCE

PARTSBASE INC, Boca Raton, FL

JULY 2016 – PRESENT

Vice President, Chief Technology Officer

- Define and lead IT transformation strategy to meet the needs of a fast paced, growing organization with over 20 years in the Aviation industry
- Architect proprietary, aviation centric B2B suite (CRM, ERP, e-commerce, social media) to boost monetization and penetration in existing customer base of 7,000 companies across 200 countries
- Define Big Data and Business Intelligence strategy to effectively exploit data gathered over past 20 years
- Generate new revenue stream and monetization strategies with Web Services offering to allow customers backend systems secure, direct access to PartsBase backend DBs
- Orchestrate strategy to adopt and migrate to Cloud computing
- Evaluate, consolidate and expand offshore capabilities from 3 geographical locations (US, Belarus and Nicaragua) and to a single location in Latin America
- Streamline back office business processes and practices to increase customer satisfaction and minimize PCI risk
- Enable a PMO framework for effective portfolio management and project intake
- Implement agile, cloud based SDLC practices and a service based QA model
- Redefine Help Desk Organization based on ITIL Incident, Problem and Change Management practices to adequately support a Global User Community

BLUEGREEN VACATIONS, Boca Raton, FL JUL 2013 – MAY 2016

Director, Emerging Technologies & Enterprise Applications

- Redefined application development and support model:
 - Reduced application Break/Fix SLAs from 70+ days to an average of 21 for non high/critical defects
 - Reduced Application Enhancement SLA from 180+ to an average of 60 days
 - Migrated Quality Assurance process from HP's Quality Center to TFS generating over \$100,000 in annual savings
 - Normalized application code management and QA processes through the implementation of TFS 2015
 - Increase risk management visibility by creating an application health model based on hard evidence and software metrics (Code compilation status, etc.)
- Managed project portfolio for over 60 enterprise applications (\$400M revenue flow):
 - Increased speed-to-market and customer satisfaction (over 30%) through design and implementation of release schedule strategy for mission critical applications, leveraging streamlined business-driven work prioritization strategy
 - Secured business continuity by planning and executed major upgrades to Property Management and "Cash Payment" platforms with zero glitches and minimal downtimes
 - Minimized company risk/exposure with design and implementation of low cost (\$100K), PCI (DSS 2.0) compliant solution for major systems and platforms
 - Reduced annual operational cost by \$700K with planning and execution of major enhancement initiative to core reservation platform
- Defined modernization roadmaps and retirement track for enterprise applications:
 - Created "top tier" acceleration/mobilization strategy for e-commerce platforms. (Increased site performance over 40%)
 - Defined and implemented non-disruptive modernization strategy for owner portal (50K+ visitors)
 - Architected Single-Sign-On Federated solution (ADFS/SAML) for web customer portal and SFDC
 - Increased compliance and speed-to-market by defining cloud automation strategy for ERP implementation
- Executed vendor selection and management:
 - Defined and executed Cloud MSP evaluation/selection process
 - Selected and ramped up MSP for application development and support across all .NET platforms (\$1.15M with guaranteed annual cost reduction of 7.5%)
 - Increased QA coverage from 40 to 100% of mission critical applications by creating a shared Quality Assurance service model

SDG, Norwalk, CT

AUG 2006 – JUL 2013

Vice President Solutions Engineering, May 2012 – Jul 2013

- Created over \$15M in revenue related to technology roadmaps and enterprise solutions for multiple Fortune 500 companies focused around Software Quality Assurance, Mobility, Enterprise Content Management, Business Process Management and Identity and Access Management
- Led SDG's Independent and Validation Testing Center of Excellence in the US and India with over 80 associates working for 10 different customers
- Enabled solution delivery (\$10M) across multiple Fortune 500 companies by assembling customer-centric, high performing, consulting teams

Business Development Director, Apr 2009 – Apr 2012

- Client relationship/Service Delivery management (\$1.5M) on Siebel, SharePoint, PEGA and Cognos platforms for large pharmaceutical corporation (Latin America and Canada divisions)
- Crafted, presented and won 4 RPF contracts (\$1.75M) related to design and architecture of E-Business and ECM implementations (Vignette and SharePoint) for 3 different government agencies serving over 4 million users
- Expanded QA Practices (from \$1.5MM to \$7MM) for large corporations in the security and media space

Solution Architect, Aug 2006 – Mar 2009

- Architected and implemented IdM solution for Fleet Services Business Unit of Fortune 5 Company for 5 applications and provisioning interfaces to SSO Site Minder, Mainframe, Local/Global LDAP and Oracle databases
- Architected and Implementation of IdM solution for Treasury Unit of Fortune 5 Company with interfaces to Active Directory and legacy IdM instance through XML.
- Architected and implemented solution for Enterprise Application worldwide registration process for Worldwide Beverage/Bottle Company for over 40 Enterprise applications.
- Deployed of Identity Manager solution for Worldwide Beverage/Bottle Company in North America with provision interfaces to Active Directory, Lotus Notes, Secure ID as well as password reset-synchronization capabilities through AD
- Designed IdM SDLC/PMO process for Treasury Unit of Fortune 5 Company

SOFTTEK, Stamford, CT

JUL 2004 – JUL 2006

Technical Manager

- Managed OFAC (Office for Foreign Asset Control) solution implementation for Treasury Unit of Fortune 5 Company on 6 mission critical trading /payment platforms
- Managed IdM implementation on 80 applications for Treasury Unit of Fortune 5 Company
- Oversaw and coordinated daily operations for OFAC Platforms with over 5,000 daily payment transactions between different systems in North America, Latin America, Europe and Asia
- Managed and coordinated global 24 hour “Follow the Sun model” support (Mexico, Spain and India)
- Led the analysis, design and implementation of new applications under the OFAC/IdM umbrella ‘

EDUCATION

Masters Degree In Business Administration

Universidad de Guanajuato, Guanajuato, Mexico

Bachelor of Computer Science

Instituto Tecnológico de Aguascalientes, Aguascalientes, Mexico

ITIL V3.0 Certification

AXELOS