Shawn Harrs, Ph.D.

10382 Doth Street	Phone: (407) 232-5356
Orlando, FL 32836	email: sharrs@gmail.com

SUMMARY

Accomplished, innovative marketing and technology executive in the travel & hospitality, media & entertainment, finance, and facilities development industries with over two decades leadership experience with the successful development and implementation of strategic and transformative technology-focused solutions in areas of operations, human capital management, merchandise and food retail, finance, sales, marketing, supply-chain, and risk management.

Demonstrated ability to identify new business opportunities through industry and academic research for the adoption of emerging technologies, frame complex and dynamic business issues, align strategy with business objectives, effectively facilitate business discussions and vendor negotiations, manage multiple projects simultaneously, develop and lead high performance teams, formulate and successfully implement strategic, financially viable technology solutions through active partnering and communication with partners and stakeholders.

PROFESSIONAL EXPERIENCE

NBC/Universal   Orlando, FL

Senior Director, Technology Vendor Management   **September 2018 – Present**

Provide leadership and set the strategic direction, mission, and vision of the vendor management office (VMO). Establish and govern a world-wide vendor management capability in alignment with the strategic, operational, and governance objectives of the Technology and Digital Marketing organizations.

Key Accomplishments:
- Developed a world-wide vendor management program for Universal Parks and Resorts to optimize vendor-delivered technology initiatives ensuring alignment with the strategic and operational objectives organization.

Lennar Corporation   Doral, FL

Senior Director, Strategic IT Services   **January 2016 – September 2018**

Lead the Strategic IT Services organization overseeing $60M capital budget. Responsible for the development of the overall IT vision and strategy to support the business strategy. Responsible for emerging technology R&D and incorporating innovative technology solutions to improve the position of Lennar in the market and achieve the firm's strategic objectives. Shape the overall vision and strategic direction for enterprise architecture; obtain approval of

long-term technology roadmaps from the Executive Technology Investment Committee. Accountable to define and maintain the overall IT architecture standards and direction.

Key Accomplishments:
- Developed a comprehensive TOGAF-based Enterprise Architecture practice in support of strategic planning, roadmaps, digital innovation, technology adoption, and solutions architecture
- Implemented the Lennar Innovation Group to drive business and customer experience transformation in the construction industry through the research, development, and adoption of emerging technologies including AR\VR, AI Virtual Assistants and Location Aware Chatbots, IoT, Big Data, MDM and Customer Identity and Access Management, Blockchain Technology, and Digital Purchase Agreements
- Implemented a comprehensive data, business intelligence, decision science and analytics capability for the company to optimize digital marketing, supply-chain, realtor spend, cycle time, and construction activities
- Developed and executed a cloud strategy (AWS, Bluemix, Azure) to reduce infrastructure TCO and accelerate time to market on delivery initiatives
- Integrated a strategic solutions delivery and managed services partner leveraging an on-shore\off-shore delivery model to increase delivery capacity and reduce recruiting and delivery costs by 30%
- Partnered with IBM to implement innovative IoT technologies across the supply-chain
- Partnered with PwC, TCS, and Salesforce to implement Salesforce across Marketing, Sales, and Customer Care to provide comprehensive brand experience by providing a single view of the customer

NBC/Universal   Orlando, FL

Senior Director, Marketing Technology   September 2013 – December 2015

Lead the technology planning, integration, and operations for the technology footprint across Universal Orlando Resort (UOR) Marketing and Sales (M&S), including Digital Marketing, CRM, Data Integration, Analytics and BI, eCommerce, Call Center, Salesforce, and B2C\B2B Sales Channels supporting $1B+ annual revenue by acting as a collaborative catalyst for innovation to inspire new thinking within the M&S organization.
Lead the UOR M&S technology steering committee chaired by the UO CFO, CMO, and CIO in the planning and prioritization of the M&S Integrated Media and Digital Roadmap. Develop ROI justifications for emerging technologies and business opportunities through prototypes and pilots. Secured technology funding based on evaluating technology-driven improvements in marketing effectiveness.

Key Accomplishments:
- Implemented a comprehensive M&S data warehouse, business intelligence and analytics capabilities to drive a single view of the customer across all touchpoints (web, mobile, call center)

- Implemented a decision science and analytics capability for the Marketing & Sales organization to drive increased conversion and pre-arrival upsell
- Partnered with IBM Watson to pilot speech analytics technology to provide ROI justification
- Upgraded the primary B2C online channels for ticket sales and vacation packages\bundles
- Integrated the B2B Sales Platform onto the Trisept Solutions VAX VacationAccess platform
- Consolidation of several single-channel call center agent tools into a consolidated CRM and agent booking platform; Upgraded the call center interactive voice response (IVR) system
- Implemented Adobe Marketing Cloud for online search and digital ad retargeting; Increased ROAS by 30%+
- Launched the Official Universal Orlando Resort App on Apple App Store and Google Play

Walt Disney Company   Burbank, CA

Director, Customer Information Management Operations **February 2000 – September 2013**

Oversee the development and maintenance of central operational solutions and processes that provide customer data, analytics and marketing services across all TWDC businesses. In collaboration with technology and business partners, responsible for ensuring overall quality and usability of the data and capabilities by providing business requirements, operational design, and ongoing sustainment support for:

- TWDC's enterprise Customer Data Environment supporting internal customers
- Central customer-facing tools such as account management and preference center systems

Oversee the data integration, analytics, financial planning, and system solutions initiatives at Walt Disney Parks and Resorts for the Risk Management Services, Workforce Management Decision Support, and Information Technology Data Warehousing business units. Collaborated closely with other analytic teams including Revenue Management, Pricing, Forecasting, Customer Relationship Management, Merchandise, Food & Beverage, Ticket Operations, Industrial Engineering, Finance, and Sales & Marketing business units to inform synergistic strategies and decision making.

Programmer Analyst / Disney Contract   **January 1999 – February 2000**

Development of a project management and financial data warehouse applications.

EDUCATION

Doctor of Philosophy, Information Systems
Nova Southeastern University – Grad. School of Computer and Info. Sciences Fort Lauderdale, FL

Master of Business Administration/Technology Management
University of Phoenix – Graduate School of Business Administration   Orlando, FL

Bachelor of Science, Computer Engineering
University of Central Florida – College of Engineering   Orlando, FL

Certificate in Project Management
Boston University, Corporate Education Center   Chelmsford, MA

ACADEMIA

Nova Southeastern University   Fort Lauderdale-Davie, FL

Adjunct Faculty, Graduate School of Computer and Information Sciences 2010 – Present

University of Phoenix   Phoenix, AZ

School of Advanced Studies, Doctoral Information Systems Instructor   **2004 - Present**

MEMBERSHIPS AND AFFILIATIONS

- Board Member, Central Florida Rosen JCC
- Former Founding Board Member Industry Advisory Council College of Engineering Nova Southeastern University
- Former Board Member Miami-Dade County Public Schools STEM Advisory Board
- Former Vice Chair, Central Florida STEM Education Council (CFSEC)
- Former Member, Advisory Committee for the Employ Florida Banner Center for Financial and Professional Services
- Senior Member, Institute of Electrical and Electronics Engineers (IEEE)
- Member, IEEE Computer Society (IEEE CS)
- Senior Member, Association for Computing Machinery (ACM)
- Member, Association for Information Systems (AIS)
- Member, Eta Kappa Nu National Electrical and Computer Engineering Honor Society
- Member, Upsilon Pi Epsilon International Honor Society for the Computing Sciences
- Certified Professional Association of Dive Instructors (PADI) Open Water SCUBA Instructor