

## Damian Davila

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**Information Technology Leader** with experience across various major technology platforms and disciplines. Over 20 years of leadership, 25 years of hands-on tech in large corporate and small business environments. Experience in financial services, travel, CRM, commercial real estate, and restaurant industries.

Key successes in delivering enterprise-class internet, wireless/mobile technologies, and CRM/customer care. Extensive experience introducing new technology products and tools into large organizations. Highly experienced in the out-tasking/out-sourcing and SaaS models. Built teams of 2 to 200 members.

### SKILLS HIGHLIGHT:

- Development of IT Strategies and Roadmaps
- Subject Matter Expertise in CRM processes, Email delivery, mobile/wireless, POS, SEO, social media
- Multi-National Project/ Program Planning & Delivery, PMI/PMP, Product Management
- Technical Architecture Design & Implementation
- Business Analysis, Software Development, Project Management, & Technical Support, ITIL
- Use Cases/UML, Design Patterns, Risk Based Testing, Service Oriented Architectures
- Vendor Integrations, both COTS and SaaS models
- Java/J2EE, C/C++, HTML/CSS, Express.js, Git/Subversion, MySQL, DB2, CICS, COBOL, PHP, Javascript, Node.js, ...
- Process Improvement, Six Sigma, & Total Cost of Ownership

## PROFESSIONAL EXPERIENCE

**MOVENTIS, LLC, Miramar, FL**

*Jan 2009 -- present*

### **Founder**

Moventis is a software consultancy. As founder and principal, I am responsible for finding the best talent across the globe, and ensuring they deliver top solutions to our customers. Some days that means hosting a design review. Mostly it entails understanding our clients' needs and delivering the right solution, on time:

- Developed back of house **accounting application for high volume restaurant**.
- Developed **tablet app to facilitate Bottle Service Sales** in a nightclub environment
- Implemented an **online classroom featuring a Virtual Learning Environment**, shared whiteboarding, and video conferencing for a distance learning program.
- Developed a **commercial real estate web portal** to compete with industry-leaders such as Loopnet.com
- Installed and customized a **niche dating website and mobile app**

**AMERICAN MARKETING MEDIA, Miramar, FL**

*Sep 2013 – Mar 2015*

### **Vice President**

Full-service marketing, SEO, and social media management firm. Responsible for IT infrastructure and delivering all client technology solutions: web sites, mobile apps, and custom software.

Key successes: delivering niche solutions for national and global brands such as Fossil watches and Carib specialty foods.

**AMERICAN EXPRESS, Weston, FL**

*May 1989 – Jan 2009*

### ***Director, e-Communications and Emerging Technologies, 2003 - 2009***

Led software project delivery across numerous technologies and internal business units. Charged with technical product management of mobile/wireless applications and e-communications. Additionally led unit-wide production support team (tier 2 and 3), drove Six Sigma/reengineering program, and owned portfolio-wide PMO. ***Successfully delivered an average of 30 new capabilities or enhancements per year.***

- **Built tangible strategies:** Developed the enterprise e-communication IT strategy, secured a 3-year strategic investment plan, and began delivery against the transformation plan □ Helped craft the first-ever wireless/mobile business strategy and then socialize the strategy to the CIO and other senior leaders.
- **Managed growth and Total Cost of Ownership:** Key contributor to the managed growth of the enterprise transactional email infrastructure from 5MM emails/year to over 180MM, while delivering operating cost savings of ~ \$35MM over five years. Directly contributed \$4.6MM to that total.
- Drove over \$2.61MM in reengineering savings.
- Pioneered the derivation of end-to-end unit cost data for e-communications; enabling a method to assess the cost-effectiveness of the channel and develop accurate CBAs for project gating.
- **Delivered numerous “firsts”:** Pioneered the development of the first mobile website for card servicing in the U.S.
- Contributed to the first-ever mobile payment capability embedded within a phone
- Developed and launched the first interactive (two way) SMS and mobile web capabilities. This closed a major gap in American Express’ ability to reach target demographics.
- **Instilled operational excellence:** Delivered 15% top line production support cost reduction in 2004 and 2005 (>\$800K savings). During that time, website availability improved to 99.23% vs. 98.77%, and aging problem ticket volume dropped 42%.
- Reduced time-to-identification of enterprise email delivery issues from up to 3 months down to minutes, saving costs associated with re-work and improving customer satisfaction. This change closed a compliance audit MAP for the e-statement delivery process.

### ***Director, Consumer Card Servicing and Stored Value Technologies, 1999 - 2002***

Charged with technical project delivery across numerous technology platforms and internal business units. Responsible for product management of online servicing, e-commerce, and partner integration applications.

- **Delivered best-in-industry product:** Architected and delivered an AI-based web billing dispute application which was industry best in class for card providers as per Credit Card Monitor.
- **Delivered Innovation:** Contributed to patent 8,332,310 and recognized with Chairman’s Award for Quality.
- Developed an e-commerce application to sell Traveler’s Cheques and Gift Cheques online. This became the lynchpin for the revitalization program for distribution of these instruments.
- Introduced a new web content syndication application to American Express. Enabled Travel business unit to save over 50% of cost and 70% of time to integrate with partner websites.
- Contributed to Enterprise Architecture work on development of a case management component, and the development of an enterprise dispute capability.
- **Managed Total Cost of Ownership:** Delivered over \$1.7MM in reengineering savings

### ***Lead Programmer/Analyst 1996 - 1998***

Led development of distributed applications for high-volume call center and back office environments. Partnered extensively with large integrators Unisys and Andersen Consulting (now Accenture)

- Architected and implemented a large document imaging and workflow system that included installing a very large nationally distributed image capture platform.
- Architected and implemented the first-ever call center application on a PC platform. Previously designed and implemented the pilot application which provided process automation savings, reduced training due to an intuitive user interface, and vastly improved call management metrics.

### ***Programmer 1989 - 1995***

- Ascended through technical development positions of increasing responsibility and complexity
- Programmed for mainframe (batch, IMS, DB2), distributed PC, and embedded systems

**ABC DISTRIBUTING, INC.**

**1984-1989**

***Programmer/Sys Admin***

- Ascended through technical development positions of increasing responsibility and complexity
- Programmed for mainframe (batch, CICS)
- Mainframe sys admin

**DNR RESTAURANT GROUP, Miramar, FL**

**2003 – 08/2013**

***Owner, 2003 – 2013***

Built and owned a deli/cafe (2003-2010) and built, owned, and operated a 200-seat restaurant-lounge (2010-2013).

**EDUCATION & PROFESSIONAL DEVELOPMENT**

Over 30 years of professional development in Leadership, Project Management, and Software Development.

Coursework towards Bachelor's degree in Electrical and Computer Engineering,  
University of Miami and Florida Int'l University, Miami, FL

Fluent in English and Spanish.