

## David A. Juan

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### QUALIFICATIONS SUMMARY

- Technology Leader with expertise in **Solution Architecture, Enterprise Data Engineering, Software Engineering, AI Solutions, and Digital Experience Platforms**
- Responsible for multiple **large-scale Digital, Cloud, DevOps, and Data Transformations**
- Partnered with stakeholders to **design and implement scalable data-driven architectures**
- Led the creation of the first **agentic AI lead generation solution** for Rocket Mortgage
- Unique ability to **bridge Digital Experience and Communications Platforms with modern Data Engineering and AI solutions** for enterprise clients
- **Increased Feature Delivery by 721%** over 2-year period
- Responsible for **Digital Experience on 5 successful Super Bowl campaigns**
- **Partnered with consulting firms** to deliver enterprise DXP, CDP, and MarTech solutions
- Recognized as **Best Director of Engineering** at Rocket Mortgage in 2020
- **Published white paper** at the University of Hawaii with Dr. Jeff Sutherland (inventor of Scrum Methodology) on scaling Digital Product delivery at large engineering organizations
- **Founder and organizer of Scrum Detroit** Meetup Group with 900+ members

### CORE COMPETENCIES

- **Digital Experience Engineering** (Twilio, Sitecore, Optimizely, Adobe, Amplitude, SFMC)
- **Solution Architecture** (AWS ECS/EKS/VPC, Salesforce, Netlify, Pantheon, Akamai)
- **Data Engineering** (AWS Glue/Lambda/Athena/Redshift/S3, Kafka, MySQL, MS SQL Server)
- **Software Engineering** (HTML, SCSS, Angular, Python, .NET)
- **DevOps and AI** (Anthropic Claude Code, GitHub Copilot, MCP, CircleCI, Azure DevOps)
- **Conversion Rate and Search Engine Optimization** (A/B Testing, SEO, Web Performance)
- **Scrum and Agile Development** (Lean, Six Sigma, SAFe, Scrum@Scale, Scrum, XP)

### PROFESSIONAL EXPERIENCE

**Rocket Mortgage (NYSE:RKT) – Detroit, MI**

**2023-2025**

***Senior Director, Data Engineering Sept. 2023 – Sept. 2025***

Created Marketing and Finance Data Engineering Organization, responsible for all Lead Generation, Digital Data, Marketing, and Finance Data Engineering at Rocket. Selected and implemented a Lakehouse-first, Composable CDP (Segment) across multiple Rocket Companies and Acquisitions. Led AI transformation for lead generation at Rocket Mortgage.

**Rocket Central (NYSE:RKT) – Detroit, MI**

**2022-2023**

*Rocket Central was a professional services organization for the Rocket Family of Companies.*

***Vice President, Engineering May 2022 – Sept. 2023***

Built a 163-person Software Engineering organization responsible for a \$24.5M operating budget across 19 engineering teams. Delivered multiple high-value products including MyRocket.com, Rocket Rewards, and Rocket Home Buying Plan. Led the selection and implementation of the first CDP for Rocket Companies (Salesforce Datacloud).

**Rocket Mortgage (Previously Quicken Loans) – Detroit, MI****2007-2022*****Senior Director, Engineering 2020 – 2022***

As the Rocket Family of Companies evolved into a diverse set of homeownership brands, I was tasked with aligning each company into a unified Digital Storefront. During this time, I led the selection and implementation of Rocket's first Digital Experience Platform (Sitecore DXP and Content Hub) and a next-gen Digital Marketing Automation Platform (SFMC). I was also responsible for the selection and implementation of Rocket's next generation dialing platform (Alvaria) before it was eventually migrated to Twilio.

***Director, Software Engineering 2015 – 2020***

Responsible for Architecture, Engineering, and Operations across 5 teams that own the Digital Storefront for Rocket Mortgage. This included both the presentation layer, as well as the underlying tooling, systems, and infrastructure. I was responsible for the selection and implementation of Rocket's first Content Management (Ingeniux and WordPress CMS), Digital Asset Management (Widen DAM), Digital Analytics (Adobe Analytics), and Experimentation (Adobe Target and Oracle Maxymiser) platforms. I also created Rocket Mortgage's first Experimentation Program.

***Team Leader, Data Engineering 2013 – 2015***

Recognized as a top performer and promoted to lead a software engineering team tasked with building and implementing the first Master Data Management, Marketing Automation, and Marketing Operations platforms at Rocket Mortgage. This involved both home-grown and commercially built solutions. Grew MarTech and Operational Data Engineering from one team to three in just two years.

***Product Owner 2012 – 2013***

Leveraged a combination of deep business and technology knowledge to create complex solutions. Led the implementation of the first Client Loyalty Program at Rocket Mortgage (Gold and Silver Card Program).

***Executive Mortgage Banker 2007 – 2012***

Earned Senior Mortgage Banker and Executive Mortgage Banker titles during the most difficult years in modern history to originate mortgages. Rocket Mortgage Banking was regarded as a highly competitive, challenging, and rewarding sales environment.

**EDUCATION****M.S. in Technology Management, NC A&T State University – 2024**

Coursework on Business Administration (Statistics, Analytics, Strategy, Innovation, and Research), Lean Six Sigma, Design of Experiments, and Cyber Security.

**B.S. in Cloud Computing and Solutions, Purdue University Global – 2021**

Coursework on Hyperscaler Architecture, System Engineering (Windows and Linux), Network and System Security, and Database Engineering. Graduated Summa Cum Laude with highest distinction.

**AWS Solutions Architect Associate, Amazon Web Services 2018**

Successfully passed rigorous certification exam on first attempt.

**Scrum@Scale Trainer, Scrum@Scale 2018**

Completed case study on implementing Scrum@Scale and co-trained with Dr. Jeff Sutherland (Co-creator of Scrum) at the Scrum Inc. headquarters in Cambridge, MA.

**SAFe 4 Agilist, Scaled Agile, Inc. 2018**

Completed training on leading SAFe implementations.

**Certified Scrum Professional, Scrum Alliance. 2017**

This is the highest possible Scrum certification, requiring thorough education and 24 months of hands-on Scrum implementation experience.

**Scrum@Scale Practitioner, Scrum@Scale 2017**

Trained under Dr. Jeff Sutherland on scaling Scrum and Lean Product Development practices across multiple teams.

**PUBLICATIONS**

**Rocket Mortgage Delivers Twice the Value in Half the Time at Scale, HICSS-55 2022**

<https://scholarspace.manoa.hawaii.edu/handle/10125/80223>