

## SENIOR DIRECTOR, HEAD OF ENGINEERING AND PRODUCT MANAGEMENT

### Executive Profile

An experienced cross-discipline business leader with over 17 years of experience in digital marketing, technology/software engineering and product management. An ambitious technology and engineering leader who creates strategic alliances and partnerships with organization leaders and external senior client leaders to effectively align with and support key business initiatives.

Has extensive solution and software architecture and software engineering background with a variety of technology stacks, frameworks, cloud hosting solutions, methodologies, and best practices for enterprise application development. Has extensive experience in problem resolution with mitigation strategies. Has extensive experience in leading and managing technology teams (both on and offshore) in the development of highly complex and enterprise-class web & mobile application software development & engineering.

### Skill Highlights

- Digital Marketing Strategy
- Product Management
- Technology and Solution Architecture
- Enterprise Software Architecture and Engineering
- Mobile Application Architectures
- Data Analytics Strategy
- Content Management Strategy and Architecture
- Portfolio, Program and Project Management
- People and Career Management
- Client Account Management

### Skill Summary

#### Technology Leadership

- Has 5 years experience of leading an organization's technology group's P&L
- 7 years of experience in growing technology teams, growing the group's skillsets and is responsible for career advancement
- Has managed technology groups as large as 30, including product managers and product owners, engineering managers, principal, lead and senior software engineers, test engineers and DevOps engineers
- Remains abreast with the latest technology stacks, frameworks and trends

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#### Technology Architecture and Software Engineering

- 10+ years of experience of leading and owning the technology architecture, strategy & vision across all a variety of digital products across multiple technology stacks (Node/React/Mongo, Headless CMS architectures, Serverless technology stacks (API Gateway, Lambda & Step Functions, DynamoDB), J2EE/Play/Spring/Gradle/Maven, .NET/ASP.NET MVC 4, LAMP, MEAN stacks, Objective-C/Swift/Android SDK)
- 10+ years experience of demonstrating a solid understanding of platform and product roadmaps to inform a sound and scalable technical architecture to meet deliverables
- 10+ years experience for evaluating technology platform vendors for services integration based on the business need (Adobe Marketing Cloud/AEM, Sitecore, Salesforce CRM, IBM Watson AI/IoT Bluemix, wit.ai, Oracle Commerce, Oracle Eloqua, Shopify, Magento)
- Has extensive experience with cloud hosting solutions (Amazon AWS, Rackspace Cloud, Azure Cloud)
- 8+ years experience leading DevOps teams ensuring that both devops and engineering teams are well versed in virtualized containers (Docker) and that continuous delivery mechanisms are integrated with source control (Git & Gitflow, AWS Code Pipeline, Jenkins 2.0, Go CD)

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#### Product Management

- Experienced in defining digital product vision, strategy and roadmap for complex portfolios, programs and projects taking into account dependencies and workstream integration across a variety of business verticals including sports & entertainment, IoT, retail, telecom
- Has a wide experience of developing products across different business verticals inclusive of digital and physical eCommerce models, data-driven personalization, B2C and B2B customer subscription modelsHas significant experience of understanding multiple audience segments (both B2B and B2C) and can develop customer journey integrations between the all audiences to effectively map out the appropriate products
- Has extensive experience working with multiple stakeholder groups including marketing, legal, marketing partnerships, corporate development and data platform teams synthesizing multiple business needs and translating them into both long and short term product roadmaps.
- Has extensive experience partnering with C-suite leadership and P&L leaders to understand and balance business strategies and priorities.
- Has extensive experience working across multiple digital products and is able to manage and integrate multiple product roadmaps together to ensure that KPIs are met and are achievable
- Has developed both long term roadmaps spanning 3 - 5 years and short term roadmaps that can be 6 - 12 months
- Has 10+ years of experience leading delivery plans, timelines, release cadences and go to market activities and messaging
- Partners closely with UX and design teams to lead the product development of digital experiences and products (responsive web experiences, native mobile apps, chatbots, retail store experiences)

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## Project Management

- Reviews and approvals all scopes of work that are \$400k or higher ensuring that teams are setup for success balancing SOW deliverables with client budgets and protecting an organization's profit margins
- Accurately scopes and estimates portfolio, program and project costs, resources and duration
- Sets and manages expectations appropriately as program and project definitions evolve throughout
- Partners closely with staffing teams to anticipate program and project needs and fills them accordingly

### Professional Experience

Senior Director, Head of Engineering and Product Management

August 2017 to August 2020 Amita Health i¼ Kalamazoo , MI

- Managed and led a team of 5 software product owners and a team of 26 on the software engineering team comprised of Engineering Managers, Principal Engineers, Lead Engineers and Senior level Engineers

## Product Management

- Partnered closely with multiple stakeholder leadership teams, CMO, CIO, SVP and VP P&L leaders across entertainment marketing, sports marketing, marketing partnerships, analytics, legal and corporate development leadership identifying organizational goals, KPIs and synthesizing those with digital product best practices to build and develop both short term and long term digital roadmaps
- Provided strategic and tactical leadership to product managers and product owners to help drive the product backlog and strategically plan and orchestrate roadmaps across multiple products and stakeholder teams
- Owned and developed the roadmap tactics to support an overall strategy of an increase in user engagement attributing to Ticketmaster sales and a rise in premium suites sales by focusing on both quantitative and qualitative data to inform a better customer experience and content architecture on msg.com
- Owned and led the roadmap definition and delivery of msg.com seatmaps which attributed to a 20% increase in customer engagement on our venue pagesÂ Â
- Owned and led the roadmap for brand new premium hospitality suite pages designs and pages focused on more streamlined design and content architecture that led to a 15% increase in customer engagementÂ
- Owned and led the roadmap for an integrated customer lead forms solution which allowed marketing teams to tactically deploy new customer lead forms which integrated directly with our AWS redshift customer masterÂ
- The integrated form solution led to an instant speed to market for marketing teams to deploy new customer lead gen forms on msg.com and rockettes.com
- Data warehouse teams also acquired customer lead data in real time as opposed to a 24 - 48 hour delay in data ingestion
- Led and delivered AMP web page experiences on several pages on msg.com which led to an increase of organic discovery of msg.com event pages and venue pages.
- Led and drove an integrated data analytics strategy across all of MSG's brands, optimizing data-driven insights and quantitative collection of consumer insights leveraging platforms such as Salesforce DMP, Adobe Marketing Cloud and Adobe Analytics
- Proactively sought out opportunities to integrate marketing platforms providing the overarching strategy, roadmaps and implementation plans

## Software Engineering & Architecture

- Led and owned the technology vision and architecture across MSG's lines of business
- Owned the technology architecture and engineering of our home-grown event engine API, content engine headless architecture, responsive web experiences and mobile apps
- Migrated legacy CMS platforms onto Headless CMS architectures comprised of Node and React
- Migrated legacy infrastructure over to modern AWS driven devops practices leveraging terraform, dockerized container deployments, and blue/green production infrastructure leading to 0 downtime for consumer facing production deployments, elimination of late night or weekend deployments reducing staff overhead and costs, an increase in application deployment efficiency leveraging consistent CI/CD pipelines and a decrease in manual deployment steps and a reduction in deployment errors
- Led the effort of transitioning away from dedicated EC2 instances over to AWS serverless infrastructure include application code migration from a React/Node/Express/Mongo architecture over to Lambda & Step functions/API Gateway/S3/DynamoDB
- Led the effort of re-factoring and advancing the API systems from a traditional Mongo, React, Node application into a microservices architecture built and delivered on AWS serverless infrastructure leading to a reduction in monthly AWS costs.
- Led the hosting migration of all Wordpress applications from WP Engine to AWS which led to a reduction in monthly hosting costs and an improved RI utilization from 75% to 95%.
- Provided technical leadership to engineering teams both at the high-level architecture/vision and day-to-day engineering

SVP, Director of Technology and Product Management

November 2016 to August 2017 Deutsch i¼ City , STATE

- Head of Technology for New York,Â providing both strategic and tactical leadership for all client engagements.
- Co-led the digital strategy, product vision and roadmap across J&J Vision for an integrated customer journey for both B2C and B2B audiences in multiple markets (US, EMEA, APAC, LATAM)Â
- Led the CRM strategy for J&J Vision identifying omni-channel customer engagement for both consumers and professionals
- Led the product vision for Siemens defining a 1 year immediate roadmap and a 3 - 5 year vision to define and determine the integration of

Siemens' audiences and customer journeys, and mapping out how many web experiences are needed to support the initiative

- Owned and defined the technical architecture, and defined the agile work plan factoring in three parallel streams of work and two dedicated scrum teams

#### Group Technology Director

May 2015 to November 2016 AKQA i¼ City , STATE

- Owned the technology architecture, product vision and strategy for all client engagements including Verizon, Lokai, Nike and Starbucks.
- Developed a 3 - 5 year vision and product roadmap for Verizon Wireless' omni-channel customer experience integrating web, mobile and retail store applications and experiences integrating Oracle Commerce platform, Adobe Marketing Cloud (AEM, DTM, Test and Target), including an AEM architecture that scales for both web and mobile leveraging a unified REST web services architecture, Dispatcher and CDN.
- Led the product roadmap definition for the Verizon Mobile App as a part of the 5 year vision working with multiple Verizon stakeholder groups, inclusive of Marketing, Digital Customer Experience, Legal and analytics groups
- Developed a 1 year roadmap and plan Lokai's eCommerce platform migration; moving the platform from Magento to Shopify.
- Included data migration considerations, customer data security mitigations, and a scalable technical architecture to integrate with a headless CMS.
- Led a small team to develop an MongoDB/Redis/Angular app integrating with Facebook Messenger SDK chatbot.

#### Technology Director

July 2014 to May 2015 Ruder Finn i¼ City , STATE

- Owned the technical solutions and systems architecture on client engagements and defined and drove clients' technology strategy.
- Oversaw a development team of 5, including both back-end and front-end developers.
- Lead the day-to-day execution and development of CMS (Sitecore and AEM), Sharepoint, LAMP (Wordpress and Laravel) integrated responsive web experiences leveraging .NET, Java, Handlebars, Bootstrap, jQuery and SASS/LESS/SCSS.

#### VP, Technical Architect

June 2006 to July 2014 Digitas North America i¼ City , STATE

- Started as a *Senior Software Engineer* ,promoted to *Principal Software Engineer* and finally *VP, Technical Architect* .
- Led all technical solutions and systems architecture on client engagements and was the key point person to drive clients' technical strategies.
- Owned the architecture, development and implementation of all technical scopes of work across multiple client initiatives.
- Responsible and owned the successful delivery of products and projects on-time and within the scopes of work.
- Provided leadership within multiple team environments and across internal teams.

#### Senior Software Engineer, Project Manager

April 2005 to June 2006 Chemonics International i¼ City , STATE

- Architected and designed SOAP based web services architecture and contact that could scale for both Java and .NET clients.
- Developed and maintained CMS web applications and websites on the Documentum CMS platform, Java and .NET technology stack.
- Managed several projects from a technical perspective, including developing realistic timelines, project scope, and resource allocation.
- Trained, mentored, and delegated project tasks to other software engineers within team to effectively manage departmental software projects.
- Led code reviews and provided feedback for a more sound architecture over web applications.

#### Software Engineer, Project Manager

July 2003 to April 2005 WHITTMANHART Interactive i¼ City , STATE

- Demonstrated technical proficiencies leveraging the Microsoft .NET Framework including ASP.NET C# and ADO.NET, SQL Server, and IIS 5.x/6.x technologies for developing websites and applications.
- Included integration of Medigent software components and performing QA and testing of websites and applications.
- Developed several components and features for Medigent software including password authentication modules, import/export features, email reminder features, and viewable transcripts.
- Responsible for project management including managing project scope, client expectations, requirements documentation, and project scopes of work documentation.

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#### Education

Bachelors of Science : Computer Science , 2003 The George Washington University i¼ City , State , United States

#### Skills

- Enterprise Software Architecture and Engineering
- Agile Software Development
- Agile Project Management
- Information Architecture & User Experience
- Omnichannel/Multichannel Customer Engagement and Experiences

- Responsive Web Design and Cross Browser Compatible Web Experiences
- Web Analytics (Google Analytics, Webtrends)
- SEO Optimization
- Marketing Cloud Platform Architecture (Adobe Marketing Cloud, Oracle Eloqua)
- eCommerce Platform Architecture (Oracle Commerce, Magento, Shopify, Hybris)
- Content Management (Adobe AEM, Sitecore, Interwoven Teamsite, Documentum, Wordpress)
- CRM (Salesforce)
- Data Analytics (Adobe Analytics/DTM, Google Analytics/GTM)
- Database Design, Architecture and Development (Traditional SQL Databases and No-SQL Databases (Oracle, MS SQL Server, MySQL, CouchDB, MongoDB, Redis Caching, Firebase)
- Object Oriented Programming (Java, C#.NET) and Principles (Design Patterns)
- Continuous Integration and Code Deployment Management (Jenkins 2.0, Go CD, Gradle, Maven, Ant, Grunt, Gulp, MSBuild, NAnt)
- Web Development Technology and Frameworks (HTML 5, CSS 3, LESS, SASS, SCSS, Twitter Bootstrap, Foundation JS, AngularJS, KnockoutJS, NodeJS/ExpressJS, Grunt, Bower)
- Enterprise Frameworks (J2EE, Spring, Play, Spring.NET, Hibernate, iBatis, NHibernate, LINQ, Spring MVC, Struts, Tiles, ASP.NET MVC 4)
- AI and IOT Platforms (IBM Watson Bluemix Services and API)
- Facebook Messenger SDK (MEAN based chatbot applications)
- SOA and REST based services architecture and integrations
- Virtualized Containers (Vagrant, Docker, Puppet and Chef)
- Cloud Hosting Platforms (Amazon AWS, Rackspace Cloud, Azure)
- Linux Server Configurations and Setup (Apache, Tomcat, Resin, custom shell scripts for automated deployment scripts, cron)
- Windows Server Configurations and Setup (IIS)
- NodeJS/ExpressJS lower and production environment setups & configuration
- Source code repository management (git, svn)
- Various experiences with other technology stacks and programming languages (LAMP stacks, perl, C, C++)