



**Dr. Joseph Castle**

Executive Advisor, Public Sector Technology  
SAS Institute, Inc., Washington, DC

Dr. Castle advises executives at SAS and the public sector on data analytics, artificial intelligence (AI), and open-source software (OSS) technologies. He served over twenty years in the U.S. federal government at The White House and the U.S. General Services Administration leading national and international information technology programs, creating and implementing policies and laws, and speaking to public sector, industry, and academic audiences. As a veteran of the U.S. Army's 10th Mountain Division, he supports numerous veterans' organizations as a board member of Soldiers' Angels, member of The Army and Navy Club, and volunteer for PGA Hope. Dr. Castle holds numerous advanced academic degrees including an MBA, MS in information systems, and a PhD in public administration and public affairs. He lives in Maryland with his wife and two children.

**Joseph Castle, PhD**

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**PROFESSIONAL SUMMARY**

Information technology (IT) executive with over twenty years of experience leading industry and U.S. federal government technology initiatives, including 1) working within executive leadership teams championing projects, enhancing processes, and developing strategy; 2) building and leading high-performing teams with positive culture of delivery; 3) leading cross-government projects and serving as a subject matter expert on IT topics (e.g., software engineering with focus on open source software, cloud computing, data and AI); and 4) presenting to diverse audiences of varied size, role, and geography on myriad topics.

**FUNCTIONAL PRACTICE**

- Executive leadership: Active member of industry, public sector, and nonprofit executive leadership teams. Regularly engage with public sector senior executives, industry executives, and political appointees (e.g., SES, SVP, Secretaries, Legislators, Politicians). Provide strategic business and technology thought leadership while tactically carrying out programs (e.g., unit mission, solutioning).
- Team building: Lead and manage both small and large teams in the implementation and execution of technology policy and solutions. History of mentoring colleagues on complex business and technology topics (e.g., front line kick-offs, sales exchanges, tech exchanges).
- Sales growth: Experience working with sales and marketing teams in generating messaging and targeting program areas and contacts for future sales. Utilize advanced analytics to identify growth opportunities. Work with professional associations to build and nurture executive network (e.g., ACT-IAC). Influence sales growth pipeline and actual sales at over ten-percent per year.
- Customer engagement: Ability to identify opportunities for growth based on strong executive network and advanced analytic approaches. Work collaboratively with sales, marketing, contracts, engineering, etc., in identifying customer engagements, technology solutions (e.g., cloud, software), enablement, and feedback.
- Platform visioning: Provide platform solutioning for customers pertaining to various technologies (e.g., software engineering, cloud, AI, and ML). Utilize formal and informal approaches to understand the “voice of the customer” for product improvement (e.g., user-center design, focus groups, product management).
- Technical background: Experience with software development and engineering practices with many years spent on large-scale enterprise and government-wide programs. Consult, speak, and write about open source software within the federal IT landscape (e.g., recent contribution to open source law, efforts with Code.gov and the federal source code policy). Understand architecture and implementation of modern platforms (e.g., SaaS, multi-cloud environments).
- Acquisition experience: Many years in the federal government working with acquisitions as a Contract Officers Representative (COR), Contract Officer Technical Representative (COTR), and a purchaser of commercial products and services. Well versed in government procurement approaches with experience with FAR, MAS, GWAC, and NASA SEWP.
- Public speaking: Sought out to speak regularly on IT topics including providing keynotes, participating on panels, moderating, etc. to various national and international audiences.

## **RELEVANT EXPERIENCE\***

### **SAS Institute**, Cary, NC

*Executive Advisor for Public Sector Technology* - August 2022 – Present

Executive advisor (i.e., field Chief Technology Officer [CTO]) to SAS Customer Advisory and Account division leadership primarily supporting the U.S. public sector and secondarily supporting state and local, education, and international teams. This includes relationship building with c-suite customers while consulting on enterprise information technology programs and open source technologies. Also a sought after expert who actively speaks publicly and contributes to laws and policies.

- Lead strategy development with tactical approaches for engaging with c-suite customers to create awareness and grow SAS business.
- Coach consulting and account teams on developing solution-based products around industry-based use cases of the SAS data and AI platform.

### **U.S. General Services Administration**, Technology Transformation Service, Washington, DC

*Director, Max.gov Transition Program* - October 2020 – July 2022

Program responsible for transitioning the White House's 18 integrated on-premise applications and capabilities to a commercial cloud software-as-a-service (SaaS) platform for multi-tenant and multi-user authentication and collaboration. Current solutions consist of 68 federal agency customers and 250,000 users.

- Responsible for overall business functioning of the program with setting and aligning strategic direction and program goals with broader organization.
- Provide technical management with Agile methodologies, analysis of current and future state architectures, user research, alternatives and implementation of the technology stack, and software development approach and lifecycle.

*Director, Code.gov* - October 2017 - October 2020

Open Source Program Office (OSPO) including technical platform with website and API products, and an open source software community to implement The White House's Federal Source Code Policy.

- Responsible for overall strategic direction, business functioning and technical management of program budget, acquiring people and technical tool resources, and community building. Used Agile approach to create and enhance open source products.
- Created and maintained federal source code community of practice consisting of government, industry, nonprofit, and academic members. Grew federal community and open source code bases exponentially.

### **U.S General Services Administration**, Office of the CIO, Washington, DC

*Director, GSA Digital Service* - August 2014 - September 2017

Modeled after The White House's U.S. Digital Service to use design and technology to deliver better services from GSA to the American people.

- Created a new division by conducting all aspects of business, technical, and people management with IT designers and engineers; implemented Agile methodologies for cloud-based automated DevOps product development; and, participated as an open source repository maintainer.
- Created agency standards and policies: open data, API, and open source software.

#### **Executive Office of the President, The White House**

*IT Portfolio Manager - August 2013 - August 2014*

Portfolio management included relationship building with agency CIOs and their staffs, auditing agency project progress for schedule, cost, and White House policy variances, and providing SME input into Presidential artifacts for agency guidance and public awareness.

- Co-authored the Open Data Policy (M-13-13) Implementation Guidance and managed executive agency education and compliance.
- Contributed to Presidential reports and briefings including agency IT audits, State of The Union speech, Executive Orders, policy memos, and the President's Budget.

#### **U.S General Services Administration, Office of the CIO, Washington, DC**

*IT Program Manager – May 2004 – August 2013*

Managed technical teams building acquisition systems, content management solutions, and the federal government's largest e-commerce platform (GSA Advantage!). Twenty years listed experience, more available upon request.

#### **EDUCATION**

- Virginia Polytechnic Institute and State University, Blacksburg, VA - PhD in Public Administration and Public Affairs, Dissertation: An Organizational Analysis of Publishing the People's Code
- The George Washington University, Washington, DC. - MS in MIS
- Mount Saint Mary's University, Emmitsburg, MD - BS in Business, MBA with Marketing

#### **AWARDS**

- SAS Torch Bearer Award 2022: Nominated by peers and presented to the individual account executives would most like to have with them in a customer meeting.
- GitHub Star 2021: Nominated by peers and chosen by GitHub, Inc. to provide input on new product development.
- Fed100 2019: Presented to 100 industry and government individuals transforming government IT.

#### **ADDITIONAL**

- U.S. Army Veteran: 10<sup>th</sup> Mountain Division, Fort Drum, NY, and served in Operation Uphold Democracy.
- Board Member: Part-time with Soldiers' Angels, a veterans' service organization (VSO) supporting deployed service members and veterans.
- Executive Sponsor, SAS Veterans Employee Inclusion Group (EIG): support Chief Diversity Officer and VETS EIG Board with strategic direction and networking opportunities.