



# ROBERT HOWARD

SOFTWARE DEVELOPMENT LEADER

## PROFILE

Software development leader with a unique balance of creative and analytical skills coupled with a love of learning and problem-solving.

Self-taught solutions-oriented developer with 20+ years of experience developing and delivering complex infrastructures and solutions that solve customer problems.

My prior background as a technology founder brings together a well-rounded suite of soft-skills, technical breadth, business acumen, a penchant for thinking outside the box, and a proven record for getting things done under multiple constraints.

## STRENGTHS

Learner

Achiever

Relator

Self-Assurance

Arranger

Coach

## CONTACT



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Available upon request.



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## EDUCATION

- 2022 • BUSINESS MANAGEMENT ACCELERATOR  
*McKinsey & Company*
- 2020 • EXECUTIVE LEADERSHIP CERTIFICATION  
*Cornell University*
- 2015 • IT MANAGEMENT, MASTER'S DEGREE  
*The University of Dallas, College of Business*
- 2003 • BACHELORS APPLIED ARTS & SCIENCE  
*University of North Texas*

## CAREER HIGHLIGHTS

- SOFTWARE DEVELOPMENT LEADER  
*Thomson Reuters (2013 to Present)*
- The central account management web application used by hundreds of thousands of customers lacked a cohesive brand identity and suffered from slow load times. Delivered single page application architecture within multiple constraints, consolidated multiple UI component libraries, delivered a developer friendly micro-frontend internal package, and migrated slow transactions to cache enabled microservices resulting in a refreshed user interface aligned to the company brand and an average reduction of time to load from 10s to 10ms.
- Customers often grew frustrated seeking answers to common issues or details related to system outages from the main company website. Delivered a custom web application with multi-product single sign authentication and integration with Salesforce knowledge base, live chat, and case management tools. Released a customer centric solution resulting in happier customers with the ability to troubleshoot, self-serve, and uncover information related to system outages while also reducing call wait times and daily call volumes into the support call center.
- Recipients and subscribers to marketing content needed a simple way to manage their opt-in status and the ability to receive content specific to topics of their interest managed by independent data sources with varying contact model definitions. Delivered a custom web application with integration into multiple Oracle Eloqua data sources merging and prioritizing and normalizing data while simplifying to subscription and opt-out process. User acquired data opened the door towards driving personalization through data capture.

## LEADERSHIP COMPETENCIES

Engineering/People Leadership  
Hands-on Technology Experience  
Architecture  
Agile Methodologies  
Digital Transformation  
Hiring talent & building teams  
Handling complex productions  
systems

## TECHNICAL COMPETENCIES

Design Thinking / Design Systems /  
Figma / Sketch / Adobe Creative  
Suite

HTML5 / CSS3 / JavaScript /  
TypeScript / Web Components /  
React / React Native

PHP / Laravel / Python / MySQL /  
Git / Github/ Cloud / Hosting  
Services

Adobe Experience Manager /  
WordPress / Drupal / SMS / Email  
Marketing / Lead Generation

## VOLUNTEER

2020 | JDRF N. TEXAS/OKLAHOMA  
Board Member

2020 | BLACKS IN TECHNOLOGY  
Board Member

2016 | BLACK EMPLOYEE NETWORK  
Thomson Reuters  
DFW Founding Co-Chair

## CAREER HIGHLIGHTS

(continued)

### SOFTWARE DEVELOPER

*Doctors in Training (2011 – 2013)*

- Medical technology startup focused on delivering fun and entertaining educational content for medical college students was migrating from DVD distribution to on-demand and streaming video. Worked on an Agile team delivering functionality that enabled self-service management of customer account details. Delivered outbound web hook and API interface enabling video activation, course completion tracking, and customer information exchanges with the in-house custom customer relationship management system.

### WEBMASTER

*May Advertising International (2003 - 2006)*

- Designed, developed, and integrated multiple services such as shipping, e-commerce, and an enterprise resource planning CRM into a consolidated web application enabling new and existing customers as well as internal customer service representatives the ability to generate real time pricing on the build of material for manufactured products. Using the website anyone with access to the web could transact directly with the manufacturing team without the need to speak with a customer service representative.

### TECHNICAL FOUNDER

*Trinary Media Group (1999 – 2011)*

- Given the free range of the internet to help small business engage online, cofounded an agency offering clients affordable creative services, self-service web administration, custom web design, hosting, and events management services.
- Developed social media platforms Nupes, DallasPeeps and PartyChaser enabling online services and interactivity between hundreds of thousands of daily active users.

## REFERENCES



Michael Young  
Chief Technology Officer  
Reuters | Former Manager



Tony Echols  
Software Development Leader  
PwC | Friend



Jared Jordan  
Software Development Leader  
Google | Friend



T.Candy Barton  
Business Development Leader  
Google | Friend