



C. ALEX HERRON

BUSINESS PROCESS ARCHITECT

Seasoned Project Manager & Business Architect showcasing 30 years of analyzing and transforming complex business processes to drive efficiency and innovation in tech and education sectors. Empowering leader who builds and guides cross-functional teams to deliver strategic solutions, enhance operational effectiveness, and boost customer satisfaction. Built a reputation for strategic vision, analytical acumen, and the ability to bridge the gap between business and technology to drive organizational success. Dedicated to leveraging deep expertise in software development and architecture to deliver scalable and sustainable solutions in ever-evolving technological environments.

CAREER HIGHLIGHTS

- **Strategic Planning & Execution:** Partnered with CEO and CGO to develop and execute strategic business planning, aligning organizational goals with business strategies.
- **Project Oversight & Systems Integration:** Oversaw a \$1.7M project, enhancing and interconnecting HR and Finance systems by collaborating with Business Analysts.
- **Project Management & BPMN Architecture:** Directed project management and served as BPMN Architect for the rapid development of an online application.
- **Business Analysis & Application Development:** Led the rewrite of the CRConnect application as Project Manager, Business Analyst, and BPMN Architect.
- **Innovation & Recognition:** Spearheaded the program that received the 2003 Shenandoah Valley Technology Council Innovation in Education Award.

SKILLS & EXPERTISE

Strategic Planning | Business Process Modeling | Enterprise Architecture | Requirements Analysis | Stakeholder Management | Business Transformation | Risk Management | Change Management | Systems Integration | Process Improvement | Data Analysis | Solution Design | Technology Assessment | Project Management | Business Strategy | Organizational Development | Performance Metrics | Budgeting | Operational Efficiency | IT Strategy | Business Case Development | Governance Frameworks | Agile Methodologies | Workflow Optimization | Business Continuity

PROFESSIONAL EXPERIENCE

Sartography LLC | Staunton, VA

2019 – Present

Chief Operating Officer: 2024 – Present

Promoted to partner with the CEO and CGO to develop and execute strategic business planning focused on expanding company presence to secure new clients in targeted industries.

- Improved team cohesion to boost productivity and efficiency by guiding and directing the back-office operations, Software Engineering, and QA departments on hiring, talent recruitment and team management.
- Acquired 4 new high-value clients, contributing to growing overall revenue 50% year over year through strategic client engagement and relationship management.
- Designed and implemented new operational frameworks and performance metrics, leading to an overall higher customer satisfaction and a stronger market position.
- Generated an additional 25% in annual revenue by championing the integration of innovative technologies and methodologies in software engineering and QA that led to the development of over 20 new product features.

SpiffWorkflow Project Manager and BPMN Process Architect: 2019 – 2023

Developed strategies to manage and improve all aspects of project management and BPMN process architecture training and development.

Status.im

- Oversaw a \$1.7M project, collaborating with Status's Business Analysts to develop complex business processes that enhanced and interconnected their HR and Finance systems.
- Reduced issue resolution time from months to days by coordinating with Status's Project Manager to maintain and prioritize over 350 GitHub issues and enhance project efficiency.
- Increased project delivery speed by 150% by leading a team of 7 developers, QA analysts, UI/UX contractors, and documentation writers to utilize Kanban methodologies.

University of Virginia: COVID-Student Testing

- Achieved the rapid deployment of software and hardware to track the collection and testing of saliva samples for over 10,000 students across multiple campuses.
- Avoided budget overruns for the \$200,000 technology budget by specifying, negotiating, and securing \$40,000 worth of laptops, scanners, and thermal barcode printers.
- Accelerated the full deployment at the initial testing site within weeks by strategically planning, designing, and delivering a workable prototype within 30 days

University of Virginia: COVID-Reopen Research Labs

- Directed project management and served as BPMN Architect for the rapid development of an online application, ensuring compliance with state guidelines for reopening all UVA research labs during the COVID pandemic.
- Coordinated with stakeholders to assure rapid updates and deployments due to rapidly evolving guidelines.

University of Virginia: CRConnect2:

- Led project management and served as Business Analyst and BPMN Architect for the rewrite of the CRConnect application to identify required documents and approvals based on human study research protocols.

Rosetta Stone Ltd. | Harrisonburg, VA

2006 – 2019

Online Experience eSchool ScrumMaster

- Achieved launch within six months by leading a team of Ruby on Rails and Flex developers to transform a conceptual online tutoring offering into full production.
- Increased user adoption 50% in the first quarter by coordinating with R&D, business, and technical departments to specify product requirements for the initial release and projected growth.
- Improved team productivity and ensured timely delivery of project milestones by maintaining an adequate backlog of development activities for developers and leading daily Scrums and periodic Sprint planning.

Senior Requirements Manager:

- Hired to oversee the development of a requirements management process to support the goals of the Online Systems group, leading to improving project alignment and delivery.
- Facilitated cross-functional collaboration and enhanced project efficiency by coordinating efforts with the PMO, Product Management, Project Managers, Business Analysts, Agile Development teams, and R&D.
- Enhanced strategic decision-making by providing project management for development efforts outside the PMO purview and conducting extensive data analysis to support Product Management's Pragmatic Marketing efforts.

Project TRAIN IT | Fishersville, VA

2001 – 2006

Technology Coordinator

- Spearheaded a 3-year Department of Labor feasibility grant, coordinating the development and implementation of computer-based technologies to deliver IT-oriented curriculum via the Internet to individuals with disabilities.
- Led the program to receive the 2003 Shenandoah Valley Technology Council Innovation in Education Award, x`x`

ADDITIONAL EXPERIENCE

Founding Partner, Chief Operating Officer, VP of Product Development, VP of Engineering at Prime Meridian Software, Inc.: 1995 – 2001

Process Improvement Consultant at Tuscatube, Inc.: 1994 – 1995

Manager of Information Services, Manufacturing Engineer at Virginia Metalcrafters, Inc.: 1986 – 1994

EDUCATION & TRAINING

University of Virginia, Charlottesville, VA

Bachelor of Science – Mechanical Engineering