Steve Westfall

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Portfolio | LinkedIn

Professional Summary

Technology leader with a passion for designing and delivering innovative digital solutions that drive user engagement, conversion, and retention. Proven track record in system architecture, technical leadership, and cross-functional collaboration. Adept at optimizing processes, guiding teams, and implementing scalable solutions to support business growth in a competitive technology landscape.

Core Skills

- Software Development & Architecture (HTML5, CSS, JavaScript, PHP, Java, MySQL, PL/SQL)
- API Design & System Integrations
- Agile Development
- AI Prompt Engineering
- Process Optimization & Automation
- Team Leadership & Mentorship
- Technical Consulting & Client Engagement
- Cloud & Infrastructure (AWS, CI/CD)

Professional Experience

HALIGHT | Windsor, ON

Manager of Software Development (01/2024 – 02/2025)

- **Optimized DevOps Efficiency:** Designed and implemented a JIRA-based DevOps intake system integrated with Monday.com, streamlining request management and improving cross-team alignment.
- **Led AWS Migration Strategy:** Defined project scope, vetted an external PM, and ensured a seamless transition from Rackspace to AWS, enhancing scalability and cost efficiency.
- **Enhanced Code Quality:** Established a structured pull request approval process, fostering peer reviews, knowledge sharing, and improved software reliability.
- **Standardized Incident Management:** Developed and enforced incident triage workflows, reducing response times and improving issue resolution for development and QA teams.

- **Strengthened Release Management:** Formalized release processes, introduced QA validation gates, and laid the groundwork for CI/CD adoption.
- **Modernized Mobile App Development:** Led the transition from GoNative (now Median) to a React Native-based framework, improving app performance and accessibility.
- **Developed Knowledge Base:** Created a centralized Confluence repository for application features, streamlining onboarding and developer support.
- **Implemented Strategic Initiatives:** Contributed to executive-led reorganization efforts, developed a three-year technology roadmap, and optimized offshore billing oversight, reducing unnecessary expenditures.

VMLY&R | Detroit, MI

Group Engagement Director, Marketing Technology (01/2021 – 10/2023)

- Led a cross-functional team in delivering data-driven marketing solutions using Adobe Experience Cloud tools.
- Developed deployment run-books and schedules for product upgrades and version migrations.
- Orchestrated daily standups using Agile methodologies, ensuring timely and effective sprint execution.
- Directed integration of Adobe Analytics, Audience Manager, and Target for scalable personalization strategies.

Group Director, Technology

- Managed a team of 20+ developers, architects, and engineers supporting a global client's technology infrastructure.
- Spearheaded daily Agile standups, aligning sprint planning with business objectives.
- Provided strategic leadership for large-scale MarTech solutions, optimizing customer engagement.

Director of Technology

- Designed scalable web architectures and drove adoption of innovative marketing technologies.
- Served as a key liaison between technical and non-technical stakeholders, ensuring project alignment.
- Led cross-functional collaboration for enterprise-wide technology initiatives.

GTB | Dearborn, MI

Director of Technology (10/2015 – 01/2021)

- Led a team of 12-15 technologists in delivering Adobe Experience Cloud-driven personalization strategies.
- Streamlined Git branching strategies, improving version control workflows.
- Championed career mentorship and technical upskilling programs for team members.

Associate Director of Technology

- Architected MarTech solutions, helping Ford Motor Company achieve #1 ranking in Gartner L2 Digital IQ Index for three consecutive years.
- Ensured enterprise systems remained adaptable to evolving business needs through scalable architecture planning.

Integrated Production Technology Manager

- Provided strategic consultation to business and IT teams on application development and process optimization.
- Led business requirements gathering, translating them into technical system specifications.
- Ensured seamless system integration, troubleshooting inefficiencies, and enhancing development workflows.
- Collaborated with teams to improve application support, testing processes, and documentation.

Education

Bachelor of Computer Science (Honors) | Applied Computing
 University of Windsor, Windsor, ON

Bachelor of Arts | Biology
 Lake Forest College, Lake Forest, IL

Certifications & Continuous Learning

- 2023 WPP Future Readiness Academies (Data & Insights, Strategy & Innovation, MarTech)
- 2023 Front-End Development Libraries (React & Redux)
- 2020 Adobe Digital Experience Multi-Solution Developer
- 2019 Adobe Target Developer, Adobe Experience Manager Architect Workshop
- 2018 Adobe Professional – AEM Front-End Developer