

# Steve Westfall

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## **Summary**

Throughout my career, I have led multiple teams of technical experts in different disciplines, delivering cutting-edge technology solutions for our clients. With over 15 years of experience in web and internet technology, I have a passion for creating and implementing innovative digital products that enhance user engagement, conversion, and retention.

My core competencies include architecture design, technical leadership, client communication, and technical project management. I have a proven track record of solving complex problems, coordinating cross-functional teams, and partnering with technology personnel to achieve our goals. I have a strong background in front-end technologies like HTML, CSS, and JavaScript (native, jQuery, React) as well as back-end technologies like Java, PHP, SQL, MySQL, and PL/SQL, which enables me to develop and optimize scalable and robust applications. My mission is to leverage my skills and expertise to help companies and our clients grow and succeed in the dynamic and competitive technology landscape.

## **Employment Experience**

### ***Group Engagement Director, Marketing Technology***

Jan. 2023 - Oct. 2023 (10 months)

[VMLY&R](#), Detroit, MI

- Directed a team of marketing technology experts in delivering cutting-edge solutions for our clients, helping them optimize the performance of their web presence and personalize their customer experience at scale.
- Developed deployment run-books and schedules for product upgrades and version migrations
- Coordinated daily work and communication between teams working in Adobe Launch, Adobe Analytics, Adobe Audience Manager, Adobe Target, and Adobe Experience Manager to ensure both data collection and utilization were performed efficiently and effectively.

### ***Group Director, Technology***

Oct. 2021 - Jan. 2023 (1 yr 3 months)

[VMLY&R](#), Detroit, MI

- Directed a team of 20+ technologists on various projects and disciplines in support of a global client
- Assisted in orchestrating daily standups using agile methodologies to assess the requirements, plan out sprint capacity, and deliver technical solutions for client web platforms

### ***Director of Technology***

Jan. 2021 - Oct. 2021 (10 months)

[VMLY&R](#), Detroit, MI

- Proposed, planned, coordinated, and provided technical leadership on architecture activities for major web applications
- Solved complex architecture problems using creativity, in-depth technical and theoretical

knowledge, domain expertise, and experience.

- Responsible for communicating solutions to technical and non-technical audiences.
- Served as the primary technical liaison to clients ensuring project focus was 100% accurate given the current business needs
- Promoted a sustainable technology framework, coordinated related teams, and partnered with Technology personnel in developing creative marketing technology solutions
- Provided leadership in the development and implementation of short- and long-term technology plans and related policies and procedures
- Kept up to date with significant system and industry changes, presenting information and analysis to facilitate a proactive approach to problems and opportunities
- Participated with senior management in planning the short- and long-range technology strategies for the company and provided high-level analytical support and advice on technology-related matters
- Provided technical review to help ensure projects meet cost, benefit, timeliness, integration goals, business strategy, and technical recommendations

### ***Director of Technology***

Mar. 2020 - Jan. 2021 (9 months)

[GTB](#), Dearborn, MI

- Directed a team of 12-15 technologists on various projects and disciplines in support of a global client
- Architected end-to-end MarTech Personalization Solutions using Adobe Experience Cloud tools like Adobe Target, Adobe Experience Manager, Adobe Launch, and Adobe Audience Manager
- Collaborated with other Directors on the planning, design, maintenance, and evolution of the Global Enterprise Architecture. Ensured that the Enterprise Architecture could accommodate complexity and change, providing a framework and set of guidelines to ensure that business needs continued to be met in an effective, efficient, sustainable, and adaptable manner.
- Led developer code review sessions to facilitate knowledge transfer between developers and development teams
- Helped facilitate review and streamlining of our Git branching strategy for efficient version control of codebases
- Worked with other disciplines to ensure projects were scoped and staffed correctly to meet client deliverables
- Provided career mentoring for team members and encouraged/facilitated training opportunities.

### ***Associate Director of Technology***

Jan. 2017 - Mar. 2020 (3 yrs 3 months)

[GTB](#), Dearborn, MI

- Collaborated with other Directors on the planning, design, maintenance, and evolution of the Enterprise Architecture. Ensured that the Enterprise Architecture could accommodate complexity and change, providing a framework and set of guidelines to ensure that business needs continued to be met in an effective, efficient, sustainable, and adaptable manner.
- Operated efficiently in multiple roles. Worked with one or more Associate Director(s) of Technology to architect systems of interconnected applications.
- While acting in the Systems Architect capacity, responsibilities included:
  - Designed high-level architecture that spans across multiple applications/projects.
  - Oversaw/guided architectural tasks performed by Project/Application Architects.

- Architected end-to-end MarTech Personalization Solutions using Adobe Experience Cloud tools like Adobe Target, Adobe Experience Manager, Adobe Launch, and Adobe Audience Manager helping our client Ford Motor Company rank #1 in the Gartner L2 Digital IQ Index, labeled as a "Genius" amongst the Top 10 Auto Brands in Digital for 3 straight years
- While acting in the Application Architect capacity, responsibilities included:
  - Collaborated with other departments to become familiar with the upcoming project
  - Ensured that there was an awareness of potential future needs, to provide input to architectural decisions in the current project
  - Provided input regarding capabilities to ensure that feedback on technical feasibility and relative level of effort was included in the definition of a project
  - Defined high-level architectural requirements.
  - Designed how projects were divided into smaller pieces. For example, in AEM projects, determined individual components that needed to be modified or created.
  - Designed and documented integration points provided by the project.
  - Collaborated with the Technology Manager to provide a trackable list of tasks to the Technical Project Manager.
  - Collaborated with the Technical Operations team to ensure that the design accommodates various needs such as Security, Availability/Performance Monitoring, Build/Continuous Integration, Deployment, and Compliance with controls
- Worked with development teams to ensure that the designed architecture properly supports development efforts, and updated the design as needed.
- Evaluated the impact that architectural design decisions had on the project, and provided feedback to change and improve practices for future projects.
- Tracked locations where defined architecture was not being adhered to, and documented as issues to be prioritized.

### ***Integrated Production Technology Manager***

Oct. 2015 - Dec. 2016 (1 yr, 3 months)

[GTB](#), Dearborn, MI

- Provided comprehensive consultation to business unit and IT management and staff at the highest technical level through all phases of application programming and processes. Worked closely with Client and IT management and staff to identify: Application development solutions, new applications or modifications to existing programs, capability to reuse existing code and integration of purchased solutions or a combination thereof, and the appropriate software development methodology alternative.
- Documented, tested, implemented, and provided ongoing support for the applications.
- Responsible for facilitating business requirements gathering and translating into system requirements.
- Reviewed Business Requirements; worked with and guided business partners to complete business requirement documentation.
- Clearly defined systems work scope and objectives based on Business Requirements.
- Researched and evaluated alternative solutions and recommended the most efficient and cost-effective application programming solution.
- Translated Business Requirements into systems functional specifications and system design specifications.
- Provided systems expertise to system users, business partners, and other internal/external customers including troubleshooting issues, as well as, identifying and correcting inefficiencies.

**Application Developer**

Oct. 2012 – Oct. 2015 (3 years)

Hiram Walker & Sons LTD. A Pernod-Ricard Company, Windsor, ON

- Implemented programming enhancements and break-fixes for applications and reports through daily use of Java, GWT, Grails/Groovy, PL/SQL, HTML, CSS, and JavaScript (including JQuery, ExtJS, Sencha Touch, and native JavaScript).
- Responsible for application and reporting support including answering all incoming emails and phone messages, complex problem solving, resolving QA issues and data discrepancies, assisting functional leads with application support, and documenting all issues/resolutions.
- Assisted application functional leads in design/training sessions with business users related to application enhancement work and in preparing functional specification documents.
- Performed unit and system testing on application enhancements and break-fixes before they were rolled out to the business for User Acceptance Testing (UAT).
- Assisted Application Manager in evaluating capabilities of application and report development tools and clients to direct proper application development strategy.
- Coordinated with the Infrastructure team and vendors to resolve product issues by raising service requests when required.

**Software Developer/Analyst**

May 2011 – Sept. 2012 (1 yr, 5 months)

Springboard Management Inc., Windsor, ON

- Directly involved in maintaining our core software application as well as contributing to the planning and design of new modules, enhancements, and process improvements while working with a team of programmers
- Daily use of Java (including JSPs and JSTL), Grails, MySQL, HTML, CSS, and JavaScript (including JQuery and YUI) while creating new or updating existing application code
- Server maintenance (Windows server 2008) including configuring Apache Tomcat 6, setting up cron jobs (Task Scheduler), and monitoring server health and data backups.

**Junior PHP Application Programmer**

Jan. 2010 – Aug. 2010 (8 month Co-op)

Windsor Mold Group, Windsor ON

- Directly involved in maintaining applications as well as contributing to the planning and design of new applications while working with a team of programmers
- Daily use of the PHP, MySQL, HTML, CSS, JavaScript, and AJAX programming/scripting languages while creating new or updating existing application code

**Education**

2008 - 2011 Bachelor of Computer Science (Honors) – Applied Computing (Co-op)  
University of Windsor, Windsor, ON

1992 – 1996 Bachelor of Arts – Biology - Lake Forest College, Lake Forest, Illinois

**Life-long Learning**

2023 Data and Insights - WPP Future Readiness Academies

2023 Strategy and Innovation - WPP Future Readiness Academies

2022 MarTech - WPP Future Readiness Academies

2021 Front-End Development Libraries Cert./React & Redux

2020 Adobe Digital Experience Multi-Solution Developer

2019 Adobe Target Developer

2019 Adobe Experience Manager Architect Workshop (Adobe Summit)

2018	Adobe Professional - AEM Front-End Developer
2018	IBM Blockchain Essentials
2017	Angular 4 From Scratch, Official Google Angular 5 training tutorial
2017	Advanced Leadership Techniques, Leading with Emotional Intelligence
2016	AEM Sites: Advanced Developer
2016	Adobe Experience Manager 6.1 Authoring
2015	AEM Sites: Developer
2015	Fast Track to Sencha Touch 2 + Advanced Architect Training
2014	jQuery.To - JavaScript Conference and Workshops
2013	DEV501 - Salesforce Apex Development Course
2012	OHSMS/OHSAS 18001:2007 Lead Auditor (TPECS) Certification (via Springboard)

### **Related Activities/Interests**

#### **Web Design**

12+ years experience working with HTML, CSS, Javascript, and PHP as Founder/Webmaster of several (now decommissioned) websites and web applications.

**\*References Available Upon Request**