

Steve Westfall

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[Portfolio](#) | [LinkedIn](#)

Professional Summary

Software Engineering Manager with a proven track record in leading cross-functional development teams, optimizing workflows, and delivering scalable software solutions. Passionate about development, strategic planning, and data-driven execution. 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 (Onsite and remote teams)
 - Technical Consulting & Client Engagement
 - Cloud & Infrastructure (AWS, CI/CD)
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Professional Experience

HALIGHT | Windsor, ON

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

- **Team Evaluation and Reorganization:** In April 2024, I was tasked with evaluating staff and identifying \$25,000/month in payroll savings. My recommendations exceeded expectations, achieving reductions that brought an additional monthly savings of just under \$20K/month or an extra \$237K annually.
- **Team Building:** After reorganization, managed a team of 13 (5 Software Developers, 4 Quality Assurance Testers, a Security Analyst and 3 DevOps engineers), fostering a culture of collaboration and continuous learning, empowering teams to deliver high-quality software while supporting individual career growth.

- **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.
 - **Optimized DevOps Efficiency:** Led the development of an automated DevOps intake system in Monday.com with two-way integration into JIRA, improving cross-team workflows and reducing request processing time by 40%.
 - **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.
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VMLY&R | Detroit, MI

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

- Led a cross-functional team (both remote & onsite) 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

- Led a distributed engineering team (20+ members across North America), implementing asynchronous workflows, virtual standups, and remote collaboration strategies to ensure high team productivity.
- 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.
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GTB | Dearborn, MI

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

- Led a team of 12-15 technologists (remotely beginning in March 2020) 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.
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Hiram Walker & Sons LTD | Windsor, ON

Application Developer (10/2012 to 10/2015)

- 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.
 - Resolved system test and validation problems to provide normal program functioning.
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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