

# Stephen Ferguson

Experienced Software Engineering Leader |  
Over 4 Years of Engineering Team Leadership |  
10 Years Engineering | MBA in Finance

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## EXPERIENCE

**Delta Defense, West Bend WI** – A rapidly growing subscription based digital marketing company focused on innovative strategies and customer engagement. Explosive growth, annual revenue rising from \$65 million (2018) to over \$300 million (2024) 4.5x growth in 6 years! Recognized as one of the top 50 places to work in the U.S. by Newsweek, Delta Defense is relentless in defending its culture and core values.

### Engineering Technical Lead. August 2020 – May 2025

**Responsible for leading a team of 4-7 Engineers. End-to-End Ownership of Web Properties for the Organization:**

- **Team Management & Development:** Oversee hiring, performance reviews. Provide mentoring and guidance to engineers, fostering professional growth, technical skill advancement, and a cohesive high-performing team environment.
- **Spearhead adoption and implementation of new languages and technologies** across multiple engineering teams, while consistently mentoring senior engineers organization-wide to elevate code quality and best practices.
- **Headless ECommerce Transformation:** Led transition to a headless ECommerce platform with WooCommerce, enabling more flexible, scalable, and performant online storefront.
- **Unified Lead Acquisition in Unbounce** using Cloudflare Workers.
- **Architected and engineered** how the organization handles hosting and deploying Scripts across over 60 different repositories.
- **Lead incident response** across the engineering organization.
- **Overhauled software engineering job descriptions**, and created skills matrix to provide clear career roadmaps. Implemented new software engineering code interview process to effectively narrow candidates.

### Software Engineer – April 2018 – Aug 2020

**Responsible for developing and maintaining web applications used for marketing operations**

- **Headless WordPress-** Led the engineering effort to build a client side application that delivered significant improvements in speed and SEO by optimizing content.
- **Implemented LaunchDarkly** for feature flagging and split testing, enabling marketing teams to efficiently test and iterate on campaigns with reduced development cycles and minimal risk to production systems.
- **Server-Side Tracking with Cloudflare Workers** - implemented ensuring reliable data capture while mitigating client-side tracking blockers for enhanced analytics and marketing attribution accuracy.

## TECHNICAL SKILLS

- Typescript / PHP / Node.js
- Laravel
- SCRUM
- Wordpress & WooCommerce
- Serverless Functions
- Segment Analytics
- Braze
- LMS – LearnDash
- Cloudflare Workers™
- Git / GH Actions
- CI/CD pipelines.
- GraphQL
- MongoDB/MySQL & Oracle
- Docker
- Modular Federation
- Unit/Integration Testing strategies.
- Next / Astro / Remix
- React / Redux
- Salesforce
- Event Driven Architecture.
- Web Components
- Progressive Web App
- Zuora
- Payload CMS & Retool
- Arbinger Institute™
- Culture Index™

## CORE COMPETENCIES

- Change Management.
- Problem Solving.
- Team Attitude.
- Staff Training.
- Commitment to Success.

## **Marinette Marine, Marinette WI — Program Finance Analyst II**

November 2016 - April 2018

### ***Oversaw all Material EAC's and process automation/data validity.***

- Financial Analysis - managed Material EAC for nearly \$1 Billion program.
  - Analysis found \$14MM dollars of material EAC reduction.
- Systems Integration - Created a system that delivered exception reports between Primavera and Cobra that led to a time savings of *80 hours/month*.
- Data Validation/Reconciliation - Developed a tool that produced an analysis spreadsheet that saved *20 hours/month*.
- Dashboards/Reporting - Developed program level dashboard that displays three, six and twelve month trends in all earned value metrics. Allows program managers easy access to drivers of current/cumulative cost and schedule variances.

## **Maranatha Ag LLC, Arkadelphia AR — Operations Manager**

May 2013 - November 2016

### ***Oversaw all farming operations for 4,000 acres of rice and soybean production.***

- Restructured company, resolved operational problems, and increased revenue. Expected 2017 gross income is \$2.8M, gain of \$300K over 2016. Improved rice production from 30% below to even with state yield average.
- Instituted system that assess' condition of each field; assigned specific people, equipment and crops; monitored performance; tracked expenses. Provided exact data needed to properly ready fields for planting, compare yields vs. costs, and made decisions that maximized financial returns.

## **Bell Helicopter, Ft Worth TX— Earned Value Analyst**

June 2010 - May 2013

### ***Oversaw all earned value data display to guide analysis and management.***

- Cut labor costs \$36M annually by designing, developing, and implementing Status Tool and data integration process that quickly displayed and analyzed information, provided current statistics to management, and allowed project teams to instantly update files.
- Contributed to developing Main Earned Value Dashboard employed by directors, generals, and CEO, and used as example for large defense contractors to present key metrics in visually dynamic and meaningful way.
- Lead in the earned value validation process at sister companies.
  - Developed data reconciliation and validation tools that helped turn the company's data into information for company executives.

## EDUCATION

### **University of North Texas, Denton, TX — *MBA***

September 2009 - May 2011

*Concentration* - Finance

GPA: 3.5/4.0

### **University of North Texas, Denton, TX — *Master of Music***

September 2007 - August 2009

*Concentration* - French Horn Performance

GPA: 3.15/4.0

