

# SHANNON DAVIDSON

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## SOFTWARE EXECUTIVE

Results-driven, hands-on software leader with more than 14 years' experience of strategy, product ownership, product marketing, operations, and software engineering experience in both large publicly traded corporates and start-ups. Proven ability to quickly turnaround struggling teams, stabilize platforms, grow teams, deliver high quality software and increase profits. Change agent with a track record of effectively building consensus to install new processes or systems to address efficiency, quality, scalability or other concerns. Effective communicator with an understanding of both business demands and technology solutions. Thrives in challenging, fast-paced environments where teamwork, strategic leadership, and shipping greatness are fundamental to the organization's culture.

### AREAS OF EXPERTISE

*Engineering and Technology Leadership – Software Architecture - Strategic Planning & Execution – Product/Project Management – Vendor Relations – Quality Assurance – Implementations & Migrations – Network Operations – Process Improvement – Hosting Strategy – Database Administration – DevOps – Automation Engineering- Security – Cloud Computing*

### LANGUAGES AND TECHNOLOGIES

*Hands on with C#, .NET, JavaScript, SQL, jQuery, AngularJS, ExtJS, Require.js, Grunt, Gulp, ASP.Net MVC, WebAPI, Ninject, NLog, NUnit, Nuget, Powershell, Bash, Node.js, RavenDB, Elasticsearch, Redis, Git, SVN, TFS, Vagrant*

### PROFESSIONAL EXPERIENCE

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**PWC** – Dallas, TX

2013 to Present

*The world's second largest professional services network, as measured by 2014 revenues*

#### TECHNICAL DIRECTOR

Senior product development leadership role steering engineering efforts delivering a \$60m tax preparation product. Set direction to ensure delivery on feature requests and issues, while instilling emphasis on accountability, quality, flexibility, and consistency. Positioned team with efficient and high-performance team organization through strong hiring, mentoring, and process improvement.

- **Built team consisting of UI, quality and development engineers**
- **Cut QA costs in half and improved overall quality processes by building a team of contract quality engineers to replace a legacy qa consulting team.**
- **Built processes and automation that increased efficiency, speed and quality of releases to enable team to deliver under aggressive timelines.**
- **Increased team velocity by optimizing development environments that enabled teams to focus on separate streams of development and release features on their own schedule**

**Dealertrack** – Dallas, TX

2010 to 2013

*A leading provider of on-demand software for the auto industry in the United States. Acquired ClickMotive in '12.*

#### DIRECTOR, ENGINEERING & PRODUCT (2012 to 2013)

Senior Product Development Leadership role, led and integrated team including planning integration among teams and communicating strategies to senior leadership. Set direction for strategy to merge three interactive product & engineering strategies into a single vision. Responsibilities included leading 6 teams encompassing 55 associates including engineering, product ownership, systems and network infrastructure, DevOps, and Data Operations.

- **Spearheaded product and engineering strategy to merge two acquired organizations into a single vision**
- **Guided product team integration into Dealertrack's product processes while continuing support for customers including Ford, AutoNation and Gulf States Toyota.**
- **Guided engineering team integration into Dealertrack's processes and systems while maintaining high performing systems and delivery.**
- **Participated in sales initiatives and RFPs to customers such as Lexus and Toyota.**

**VP, TECHNOLOGY – CLICKMOTIVE (2010 to 2012)**

Rapidly promoted to VP, providing leadership and strategy for a \$60 million business. Responsible for 60 team members in product management, product ownership, engineering, quality, data and infrastructure. Set direction to ensure teams worked together to deliver quality products to customers by instilling emphasis on accountability, quality, collaboration, consistency, planning and teamwork. Position business with efficient and high-performance product development organization through strong hiring, mentoring, outsourcing, and process improvement.

- **Stabilized team and greatly improved team morale and loyalty with a servant style leadership promoting collaboration in process improvement, savings initiatives and aligning team to company goals.**
- **Created ability for teams to support multiple streams of development by implementing virtualization and automation of “production-like” development, integration, test, and regression environments, increasing ability to ship quality code faster.**
- **Instrumental in introducing product management and ownership to organization. Provided leadership to implement the processes necessary to manage profitability of features, feature prioritization, increase customer awareness to upgrades and new features.**
- **Increased uptime, velocity and focus and reduced issues by optimizing development processes and promoting a “Shipping Greatness” attitude**
- **Increased awareness of production performance by utilizing health monitoring and strategies to improve performance and find system issues before customers did.**
- **Increased business continuity by moving all systems into an off-site datacenter giving all teams the ability to work remotely or in the office**
- **Increased efficiency in spending that was largely responsible for the company’s ability to be cash flow positive and later acquired.**
- **Standardized laptop/desktop hardware and software to increase efficiency of internal IT operations.**
- **Instrumental in due diligence efforts during acquisition by Dealertrack Technologies.**

*CodeSmith Tools, LLC – Plano, TX*

2007 to 2010

*A privately held software company specializing in the creation of software tools that help developers be more productive.*

**DIRECTOR, ENGINEERING & BUSINESS OPERATIONS**

Oversaw all aspects of business operations including budgeting, sales, support and marketing along with leading the efforts for product and engineering. Re-engineered product development delivery processes by introducing the Scrum methodology, requirements gathering, project plans and steered team through product releases including building a new product from prototype to production.

- **Managed day to day business operations and product development management including managing budget and performing product demos to customers and local engineering user groups**
- **Improved efficiency, quality and velocity by introducing processes and accountability that promoted collaboration and demonstration of work completed.**
- **Directed and implement marketing campaigns including case studies and mail campaigns targeting the engineering community**

*Reynolds & Reynolds – Plano, TX*

2002 to 2007

*Automotive dealership solutions company with 5K employees. Acquired Third Coast Media in '03.*

**MANAGER OF RESEARCH & DEVELOPMENT (2003 to 2007)**

Retained through Third Coast Media’ acquisition and entrusted with leadership of the engineering, UI, graphics and inventory production/support teams for an \$18 million product servicing 4,000 customers. Hands on leader overseeing process, architecture and automation of systems for 3 teams consisting of 12 developers, 2 database administrators, 3 data engineers, 2 UI developers, 2 graphic designers and 12 inventory production support specialists.

- **Led team and participated in design, development, and deployment of web based application architecture for the automotive industry. Web application architecture consisted of 1 code base for 5,000 websites, with theme (different layouts) and skins (different color variations for existing themes).**

- Implemented process and source control along with introducing automation and build processes.
- Developed a code generation framework used to automate redundant tasks such as data abstraction layers and base interface designs. Presented this framework at .Net Users Groups around the Dallas Area.
- Solely developed a commercial customer facing web based administration tool supporting 5000 customers while leading Html, CSS, JavaScript, ASP.Net, C#, VB.Net and SQL Server 2000.
- Introduced automation and source control resulting in one step builds and continuous integration

**DEVELOPMENT MANAGER – THIRD COAST MEDIA (2002 to 2003)**

Thrived in startup environment, leading development efforts for an automotive CRM product. Directed engineering effort and worked with business leaders to setup a product process that successfully prioritized features and customer issues. Collaborated with sales and support to demonstrate product capabilities and improvements.

- Instrumental in due diligence efforts during acquisition by Reynolds & Reynolds.
- Led team of 4 responsible for enhancing and supporting a commercially available web-based CRM product for the automotive industry supporting 400-500 automotive dealerships using ASP.NET, C#, VB.Net, ASP, VB6, ASP.Net Web Services, AJAX, Xml, Xslt, and SQL 2000
- Responsibilities included managing priority, developer workload, designing and implementing functionality and communication with the support department and customers.

*Microsoft – ASP.NET Support Engineer – Irving, TX*

2002 to 2002

*Automotive dealership solutions company with 5K employees. Acquired Third Coast Media in '03.*

Supported release of Visual Studio .NET 2002. Provided phone support to developers communicating issues or concerns with Microsoft Visual Studio.

*Bigfatwow – Development Manager – Irving, TX*

2000 to 2002

*Free high-speed Internet access provider in areas of public convenience.*

Led team that produced a centrally managed desktop product that ran on 106 separate LANS and over 1000 PCs around the country. Produced features, bug fixes, automated deployments and upgrades.

*CSC – Sr. Development Engineer – Dallas, TX*

1997 to 2000

*A global leader in providing technology enabled business solutions and services.*

Designed, developed, and maintained features for the Cyber life product and internal products supporting the management and automation of testing.

**ADDITIONAL EXPERIENCE**

Previously excelled as **Development Engineer** at **The Buster Group** and **Infrastructure Engineer** at **Sprint Paranet & Fritz**

**EDUCATION**

**Bachelor of Science, Computer Science & Math** – East Central Oklahoma University – Ada, OK

**Microsoft Certified Solutions Developer (MCSD)** – Irving, TX