SHAWN M. CROWLEY

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EDUCATION

PENNSYLVANIA STATE UNIVERSITY

State College, PA

Bachelor of Science
Management Information Systems

ADDITIONAL SKILLS

TOGAF for Practitioners, Boston, MA - October 2010

Finance for the Technical Executive, MIT Sloan School, Cambridge, MA - March 2004

Project Management, Project Management Institute (PMI), Buffalo, NY - April 2004

Advanced J2EE/EJB Development, Learning Tree International, Stamford, CT – August 2004

Management/Leadership/Mentoring, IMG, New York, NY - April 2002

EXECUTIVE PROFILE

Enterprise Technology Executive with 20 years of Industry expertise leading organizations in the design, development, go-to-market, and execution of technology solutions and services. My mission is to drive customers success in their digital transformation and transition to a cloud first economy

SKILLS

- Strategy and Execution
- Product Development
- Customer Success
- Enterprise Software - AI;Cloud;DevOps
- Market Expansion
- Cross Industry Focus
- Digital Transformation
- Software Design and Architecture

CORE ACCOMPLISHMENTS

- Leader of Global Enterprise Architecture and Technology Thought Leadership; Implementation of multi-cloud, agile software applications leveraging AWS, Snowflake, and Azure Power Platform and DevOps
- Built and led a pre-sales, implementation, and customer success organization to enable Fortune 100 organizations to digitally transform their legacy architectures into agile cloud-native micro-services
- Led the global expansion of North America's first Peer to Peer Encrypted Cloud Startup and championed the payments and loyalty rewards strategy for the world's largest hotel chain across 4000 locations and 180 countries
- Delivered 30% growth in Strategic License Sales across 6 lines of business delivering $1.1Billion in revenue
- Built a multi-industry solutions group focusing on Fortune 100 customers in Financial Services/Insurance, Retail/CPG, Utilities and Energy, Communications, Media, and Entertainment, Manufacturing, and Healthcare
- Designed and developed cross-industry solutions leveraging hybrid architectural strategies

ORGANIZATIONS

Advisory Cloud – Board Member and Technical Advisor

GLG Council Member

GuidePoint Advisors

AWARDS AND CERTIFICATIONS

Middleware Architect of the Year – June 2011

Solution Execution of the Year – June 2010

Advanced Value Selling – May 2009

AWS Infrastructure as Code – October 2022

Google Cloud Developer and DevOps – October 2022

Microservices Foundations – October 2022

Serverless Architecture – November 2022

Full Stack Development with React – November 2022

Azure DevOps and Developer Essentials – February 2023

- Grew the Middleware Software Business to upwards of $500 Million in revenue
- Transformed an on-premises delivery business to ~95% subscription-based distribution and created one of the first cloud business models

PROFESSIONAL EXPERIENCE

THE LYCRA COMPANY / FEBRUARY 2024 - Present

Head of Global Enterprise Architecture and Operations Technology

- Chartered with global enterprise modernization and digital transformation, including MES Systems, shopfloor applications, API integration with SAP, establishment of Cloud Native and DevOps practices leveraging both AWS and Azure Platforms

- Establishment of an entire EA Framework including governance, portfolio rationalization, cloud migration, and technical debt consolidation

- Leader of the entire Operations Technology organization, including Applications and Infrastructure Architects. Our goal is to revolutionize production operations by eliminating technical debt, establishing repeatable delivery practices, and leverage data architecture (Snowflake) to enhance operational practices and real time decision visibility.

PRIME CONSULTING / JUNE 2022 – FEBRUARY 2024

Founder

- Technology advisory for large enterprises on product strategy and development, design patterns and sustainability, agile process adoption and CI/CD practices

- Advisor and consultant in the creation and enhancement of Technical Pre-Sales and Customer Success organizations for SaaS and Start-Up Companies

Oracle Cloud Infrastructure – June 2023

DevOps and Containerization – February 2024

RAG Applications with Vector Databases – October 2025

Retrieval Augmented Generation – October 2025

Model Context Protocol (MCP) – October 2025

OpenAI API - AI Agents – October 2025

- Go-to-Market strategies and Business Development in both the High Tech and Digital Payments Industries

- Technical Sales Enablement and Education

OPENLEGACY INC. / JANUARY 2021 – JUNE 2022 Head of Customer Success & Sales Engineering

- Focused on C-Level engagements within Financial Services, Insurance, Retail, and Telco industries helping organizations modernize their legacy core systems to derive future value using Cloud Native and Agile principals to decrease Total Time to Market and deliver enhanced customer functionality

- Executive Sponsor and Program Leader for the largest enterprise customers, driving technical engagements, customer adoption, expansion, and SaaS platform consumption

- Built and led a pre-sales/post-sales engineering organization to evangelize OpenLegacy's SaaS platform, while using enterprise architecture as a driver of growth

- Led Customer Success to promote customer satisfaction, education of new product features and benefits, retain and grow existing customer base and increase ARR

- Host and speaker of joint partner engagements including videos and interviews with executives from our partner channels including Dell Boomi, IBM, Redhat, Broadcom & VMware

FREEDOMPAY / JANUARY 2019 – APRIL 2020

Vice President, Sales Engineering and Customer Success

- Executive Sponsor and Program Leader for largest enterprise customers, driving ~ $100 Million in revenue and SaaS platform consumption

- Built and led a pre-sales engineering organization to evangelize FreedomPay's SaaS platform, while using enterprise architecture as a driver of growth

- Led product strategy to design, develop, and market an innovative Consumer Analytics cloud platform leveraging Azure App Services and Functions to analyze spending patterns and grow overall basket size

- Drove International business expansion into Europe, Asia, and the Middle East, and leveraged a growing partner eco-system to grow payments globally

UNIVERSITY OF BUFFALO / JANUARY 1999 – Present

Faculty Instructor
Adjunct Faculty Instructor for the following:
- Android Mobile Development and Applications using Java
- NoSQL and React SPA's
- Azure Functions for Streamlined API's
- Oracle Database Administration
- Internet Programming Utilizing Perl
- Systems Administration and Essentials of Linux
- Inter-Networking and the Internet

ORACLE USA / AUGUST 2005 – JANUARY 2019

Executive Director, Industry Solutions and Strategic Engagements
May 2014 – Jan 2019

- Built and led Executive Industry Team focused on Fortune 100 Key Accounts across Financial Services, Retail/CPG, Manufacturing and High Tech, Communications and Media,

Energy, Oil & Gas, and Healthcare driving ~ $20 Million per Industry

- Drove Large Transformational Solutions leveraging PaaS, SaaS, and IaaS with Mobile, Big Data, and IOT focus

- Strategic leadership of Enterprise Agreements across North America contributing to ~$850 million in Annual Revenue

Senior Director, Middleware Solution Development
May 2011 – May 2014

- Drove Strategy, Go to Market, and Enablement for Middleware Technology Business, with a focus on Cloud, Integration, Mobile, and Micro-Services Architecture

- C-Level Engagement evangelizing digital transformation leveraging Enterprise Architecture

Lead Enterprise Architect
Aug 2005 – May 2011

- Led large architectural engagements focused on Oracle Applications and surrounding technology to streamline business processes and re-engineer cross-application integrations

- Drove engagements resulting in ~ $100 million of Middleware Technology Sales

GARTNER GROUP / AUGUST 1999 – JULY 2005

Director of Engineering

- Transformed research supply chain from a manual paper-based workstream to a digital subscription-based cloud vehicle

- Responsible for the design, development, and management of the J2EE application portfolio that included subscriptions,

	payments, fulfillment, and search capabilities of Gartner's online portal
	• Led multiple teams of engineers of both internal and customer-facing applications that created and delivered the entire publication lifecycle