SAMPLE CLIENT

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SENIOR LEADER
SOFTWARE ENGINEERING | DATA STRATEGY & MANAGEMENT

Visionary executive leader driving excellence through innovative technology development, digital transformation, and leveraging data to deliver best-in-class products and solutions.

Change agent recognized for leading top teams to develop next generation products, and maximizing business success using big data, cloud, and analytics technology to inform strategy and execution. Recognized throughout career for solving mission critical problems, embracing new technologies, and maximizing enterprise data capabilities.

AREAS OF IMPACT: SOFTWARE ENGINEERING | INFRASTRUCTURE ARCHITECTURE | BUDGET MANAGEMENT
DATA-DRIVEN STRATEGY | PEOPLE MANAGEMENT | CLOUD DEVELOPMENT | MACHINE LEARNING / AI
PRODUCT DEVELOPMENT | DATA ANALYTICS / ENGINEERING | BUSINESS INTELLIGENCE | AUTOMATION

A track record of game-changing business outcomes:

➢ **Created and delivered next generation products and capabilities based on data analytics, reporting, data engineering, and business intelligence at Facebook and USAA.**

➢ **Analyze and build an optimal data environment focused on delivering information to the business and leveraging sound governance, tools, and technology. Actively uncovered $2B cost for bad data. (Facebook).**

➢ **Deliver automation and machine learning initiatives overseeing development of automated Data Quality analytical framework to increase the value of data assets during product development. (Facebook)**

➢ **Modernized the data environment implementing new technology solutions for 10 critical identification elements and developed a strategic process to improve critical data elements for a Customer Product. (USAA)**

➢ **Provided the vision and roadmap to drive technology transformation for Core Customer data platform. (USAA)**

PROFESSIONAL EXPERIENCE

FACEBOOK | Austin, TX | 2020-Present

Head of Product Innovation & Data Management

Lead the organization in developing and driving data strategies to increase the value of Facebook's data assets and enable the development of data-driven products and solutions. Engage with cross-functional teams to analyze and leverage enterprise data and business intelligence to improve the customer experience and deliver best-in-class solutions.

◆ **Manage a $3.5M budget, define KPI's, and oversee a team of 5** (Manager, Information Architects, Data Architect, and Program Manager) enabling a culture of innovation.

◆ **Lead team in architecture and implementation of Master Data Management solution** building a data environment that delivers critical information and improves how Facebook uses data to support the client.

◆ **Accelerate business success and maximize the use of data-driven decision making** by directing the development of an Enterprise Data Governance for Core Member Data.

◆ **Drove continuous improvement in data management** effectively reducing sales churn time by 40%, increasing BOB identification by 30%, improving customer service efficiency by 65%, and reducing manual updates by 40%.

USAA | San Antonio, TX | 2007-2020

IT Technical Director, Customer Data Management, 2017-2020

Directed a software team of 38+ in developing technology solutions, ETL Data pipelines, and compliance infrastructure for USAA's Core Customer Data. Drove the technology strategic vision to create new data capabilities. Managed a $2M budget, maximized resources, oversaw contract and vendor management, and served as Agile Coach.

- **Oversaw several technology transformation initiatives** managing project to upgrade 250 Applications to Active redundancy to ensure 100% availability and 200 applications to CyberArk.
- **Optimized digital data transmission by creating digital signals** for high net worth members.
- **Ensured data consistency across a complex system architecture** by redesigning and implementing consistency checks for all member products.

IT Technical Manager, Contact Center Technology, 2014-2017

Managed a $3M budget and team of 33 developers in maintaining telephony application and contact center infrastructure leveraging cutting-edge technology, machine learning, and artificial intelligence to maximize the member experience.

- **Reduced operational expenses** by developing technology roadmap to execute call center transition to VoIP.
- **Improved member support capabilities** by removing 100+ defects and speeding up API calls by 70%.
- **Directed expansion of five new USAA Contact Centers** scaling member support services by 1K+ representatives.
- **Oversaw migration of telephony infrastructure** from CISCO CTIOS to CISCO Finesse.

IT Technical Manager, Contact Center Technology Quality Assurance, 2013-2014

Directed a $2.5M budget and led a team of 35 in maintaining Quality Assurance Contact Center technologies. Developed multi-year roadmap to introduce automation into QA testing. Oversaw Telephony infrastructure upgrade.

- **Increased testing automation by 80%,** oversaw implementation of centralized automated testing infrastructure with real-time visualization, and created PROD QA synthetic validation script for contact center applications.

Lead Software Engineer, Member Data Services, 2007-2013

Oversaw a $2.5M budget and led a team of 15 Developers in architectural design and the development of Java APIs and data pipelines to improve efficiency within USAA's Core Customer Data. Delivered technical innovation, multi-year roadmaps, and migrated critical data to modernized infrastructure.

- **Delivered technology transformation across the enterprise** leading implementation of Address Verification software, modernizing the primary Core Customer update/retrieval API, and upgrading the infrastructure for seven critical identification elements.
- **Improved automation capabilities** by creating installation validation scripts that generated 2x efficiency.
- **Redesigned USAA's IMS Security exit** to ensure compliance and access functionality.

EDUCATION

Bachelor of Science, Computer Information Systems | NORTHWESTERN STATE UNIVERSITY | Natchitoches, LA

TECHNOLOGY EXPERTISE

Data Governance, Master Data Management, Data Quality, Java API, Amazon S3, UDB DB2, IBM Datastage, Informatica MDM & IDQ, COBOL, PI/I, Assembly, IMS TM & DB, Z/OS DB2