

# BOB SMITH

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## CHIEF TECHNOLOGY OFFICER

An accomplished technology leader excelling in managing complex technical environments for growing operations, ranging from startups to billion-dollar industry leaders. Build, develop, and lead high-performance technical teams, effectively managing resources in-person and remotely across multiple geographical locations. Leverage business acumen and technical expertise to translate technology needs into innovative solutions and business plans that enable achievement of short-/long-term objectives.

**AREAS OF EXPERTISE: TEAM LEADERSHIP – STRATEGIC PLANNING – PRODUCT DEVELOPMENT – ROADMAPING – TECHNICAL SOLUTIONS  
PROCEDURE DEVELOPMENT – PROCESS IMPROVEMENT – BEST PRACTICES – TEAM BUILDING – STARTUP LEADERSHIP – COMPANY GROWTH  
E-COMMERCE PLATFORMS – SCRUM/AGILE – MICROSERVICES ARCHITECTURE – BUDGETING / FINANCIAL PLANNING – COST CONTROLS**

### SELECT CAREER HIGHLIGHTS

- **LARGE-SCALE BUSINESS GROWTH:** Provided technical leadership in providing framework and tools critical for organic growth while supporting M&A and post-acquisition integration efforts, propelling division sales from \$100M to \$500M while enabling overall company growth to move from \$200M to \$1B and then later onto \$2.4B annual revenue.
- **INNOVATIVE RETAIL OFFERINGS:** Headed development of a completely new NBA store on 5<sup>th</sup> Avenue in New York City, incorporating interactive wayfinding, shopping concierge service, extensive A/V, and automated custom jersey creation.
- **E-COMMERCE LEADERSHIP:** Merged three distinct e-Commerce systems and later architected an entirely new platform that ran 300+ e-Commerce websites; migrated e-Commerce platform to AWS, developing a hybrid-cloud environment.
- **CUSTOMER/SALES SUPPORT:** Oversaw construction and deployment of a site builder tool that allowed non-technical teams to construct a custom site for a client within a single day; each site included hundreds of customizable attributes.
- **TECHNOLOGY INNOVATION:** Headed development of a completely custom search engine for sports licensed apparel utilizing extensive data collection algorithms to personalize offerings and rank products within search results.

### PROFESSIONAL OVERVIEW

**ABC INC.** – New York, NY

2012-2019

**CHIEF TECHNOLOGY OFFICER | VP, TECHNOLOGY**

*Managed technology teams for sports memorabilia manufacturing/wholesale, e-Commerce, and physical retail/special events as well as product development. Mentored and coached between 75 and 125 engineers and technical staff in completing all functions related to quality assurance, project management, product development, marketing, OMS, and CRM.*

### BUSINESS & TECHNICAL LEADERSHIP

- Defined company's technical vision and managed multiple department heads in support company culture and mission; defined strategic direction, roadmaps, and short-/long-term objectives while driving adherence to budget targets.
- Consulted department heads to understand and develop a plan to meet their technology needs and improve overall company efficiencies, resource management, and cost controls.
- Facilitated the launch of special events business, including the Kentucky Derby and major sports championships, administering technical aspects of more than 100 events per year.
- Researched and evaluated leading-edge technologies to make selections and determine potential benefit of adoption; explored and enacted new ways to utilize data to improve decision making and planning.
- Architected and implemented retail API to connect internal POS systems seamlessly with other company systems; developed and executed POS RFP for the selection and launch of a new POS across all locations.
- Managed and maintained PCI/DSS compliance for retail and special events, specifically utilizing P2PE solutions.
- Directed the adoption of Agile and Kanban methodologies across all technical operations.
- Utilized data analysis to reduce memorabilia division fulfillment costs by \$1.2M in 2018.

ABC INC. CONTINUED...

#### BUSINESS EXPANSION & REVENUE GROWTH

- Supported company as its physical retail presence expanded from 5 to 51 stores and booths at 23 NASCAR tracks.
- Enabled sales in capturing \$450M in organic growth with e-Commerce memorabilia growing more than 20% per year.
- Delivered new retail offering, including loyalty programs and multiple ordering and delivery options (such as venue suite, locker, game, and in-seat delivery) that optimized the company's ability to create a positive customer experience.
- Led planning and execution of projects that enabled platform capacity to increase more than 10x during tenure while ensuring 99.99% uptime during critical shopping periods (with 40% of revenue coming in the final four weeks of the year).
- Created a "Hot Market" technology process that allowed Fanatics to have an entire assortment of goods available to the consumer less than two minutes after the completion of a sporting event.

**ABC INC.** – New York, NY

2002-2012

#### VP, PRODUCT DEVELOPMENT | DIRECTOR OF TECHNOLOGY

*Reported directly to the President/CEO, expanding scope and accountability as this sports licensed retail company grew from \$1M to \$150M annual revenue. Managed technology team (upwards of 25 employees) as well as operations, engineering, infrastructure, quality control, marketing, and finance functions during tenure. Company was acquired by Fanatics in 2012.*

- Supported company founders as they established the operation and grew it to more than \$150M in annual revenue; defined technology vision for the company, ensuring all hardware, systems, tools, applications align with growth targets.
- Architected and implemented all corporate systems in support of e-Commerce, WMS, OMS, CRM, marketing technology, and accounting applications; created roadmaps for technical systems and managed software development lifecycle.
- Developed one of the first syndicated e-Commerce platforms for sports retail, allowing the company to deploy a custom site that leveraged a front-end system with a unique appearance that leveraged all platform components underneath.
- Designed, built, and transitioned operation to a completely new e-Commerce platform in 2006 to support larger volumes of business, enabling company to expand to 50+ e-Commerce websites, growing from \$40M to \$150M revenue.
- Guided company through SOX compliance process, overseeing all necessary technical updates and changes.
- Managed technology aspects of opening five brick and mortar FansEdge locations in Chicago, setting up point-of-sales systems, networks, and applications; developed a 48" touchscreen kiosk for shopping/shipping options within each store.

**PRIOR:** **ABC, LEAD SOFTWARE DEVELOPER** (2000-2002): Led team of developers in building and delivering custom implementation of the company core software, completing multiple three to six-month projects.

**ABC INC., WEB DEVELOPER** (1999-2000): Wrote/tested code for a startup Sports Lifestyle and e-Commerce website.

#### EDUCATION

**Post-Grad Work, BioChemistry** – CITY UNIVERSITY

**BS, Chemistry** – CITY UNIVERSITY

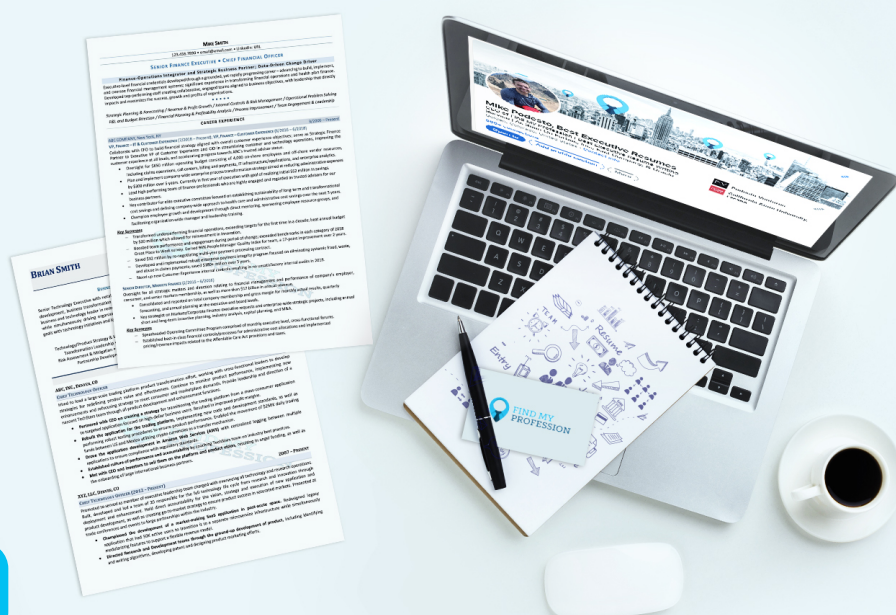
#### TECHNICAL EXPERTISE

Slack, Jira, Confluence, ServiceNow, Cisco Infrastructure, Dell Virtualization Servers, Windows, MAC OS, Linux, AWS, MS Dynamics, Manhattan, OpSuite POS, SQL Server, REST API, and PostGres



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