

PROFESSIONAL EXPERIENCE

## HUGE

2010 - current

HUGE is a full-service digital-first but not digital-limited agency that works with the world's most ambitious brands to build digital experiences users love. 1600+ employees.

### Managing Director, Technology

Developed from being a hands-on architect to being one of two global technology leaders in the organization (400 technologists). Currently tasked with global technology strategy, thought leadership and growth.

- » **Digital transformation delivery**  
Successful execution of technical leadership and delivery on largest digital transformation clients including McDonald's, Google, Apple, Toyota, Four Seasons, and Carnival.  
*Metrics: Technical lead for \$10MM+ technology engagements; managed distributed technology teams of 60+ engineers*
- » **Technology strategy leadership**  
Definition and hands-on delivery of technology strategy offering including consulting to the C-level, platform architecture, innovation and agile enablement, and growth hacks.  
*Metrics: 20+ delivered mission-critical technology strategy engagements; 10+ robust C-level relationships within Fortune 100*
- » **Executive business development and growth**  
Primary technology representation for global high-impact pitches and Senior technology sponsor for most strategic and high-potential global accounts.  
*Metrics: Participated in 100+ pitches, 20 pursuits for technology services per year; \$500k-\$5M in technology services per opportunity*
- » **Near-shore capability development and activation**  
Support of the inception and institutionalization of in-house near-shore technology operations in Medellin and Bogota in Colombia as first technologist on the ground.  
*Metrics: Growth to 200+ engineers within first 18 months; \$20M estimated technology services delivered out of near-shore offices in 2018*
- » **Strategic technology partnership management**  
Strategic management of all global technology partnerships including Microsoft, Adobe, Amazon, IBM including team enablement and partner-specific go-to market strategies.  
*Metrics: Member of three partner advisory boards; 20+ managed technology partnerships*
- » **Technology thought leadership representation**  
Global thought leadership representation for technology for digital transformation and emerging technologies including topics such as AI, Blockchain and Voice.  
*Metrics: Over 50+ thought leadership contributions including publications such as Digiday and eMarketer; estimated reach of 500k industry professionals*
- » **Career path**  
Technical Architect > Technology Director > Vice President > Managing Director

## FANTASY - THE INTERACTIVE FIRM

2007 - 2010

Fantasy is a global full service interactive firm with a high-end client portfolio and the believe in quality over quantity. 80+ employees.

### Global Director of Technology

Developed from being a hands-on software engineer to leading the global technology practice across three offices (40+ technologists). Focus shifted from hands-on product architecture and development of a white-label community product to ownership of strategic growth of the technology practice, Sr client management, and business development.

- » **Technical delivery management**  
Technical delivery and principal architect role for agency's key accounts HTC, AT&T, Burton Snowboards, Roadrunner, MTV and Porsche.  
*Metrics: Led technology budgets of \$3MM+*
- » **Hands-on product architecture and engineering**  
Technical leadership and Scrum Master for the white-label social community product Kontain with a team size of 10 resources including J2EE backend, HTML & Flash frontend.  
*Metrics: Technical team of 10+ resources; approximately 2M unique visitors / month*
- » **Business development and pre-sales support**  
Technology representation for global pitches and ownership of RFP responses as it relates to technical solutioning, scope and release plans.  
*Metrics: Participation in 20+ pitches*
- » **Career path**  
Application Engineer > System Architect > Director of Technology

## ROLAND BERGER STRATEGY CONSULTANTS

2006 - 2007

Roland Berger Strategy Consultants offers customized premium consulting services for a wide range of industries and competency areas.

### Technology Strategist

First occupation out of college which allowed gaining insights into business and technology-driven organizations from a birds eye view and in a Senior client environment.

SUMMARY

Technology executive experienced in providing technology strategy consulting and delivering digital transformation projects for Fortune 100 companies for 10+ years on a global stage. Senior trusted technology partner to client's C-level suite to drive business impact through the lens of technology.

Academic background in computer science, business and data science with a specialization in artificial intelligence, business transformation and data-driven product evolution. Thought leader and public speaker for digital marketing technology topics.

EDUCATION

### MIT Sloan School of Management

**Executive Business Certification** 2015 - 2017  
*Strategy & Innovation Focus*

### Carnegie Mellon University

**MSc Computer Science** 2000 - 2006  
*Artificial Intelligence & Web-based Systems*

### Harvard University

**Data Science Certification** 2017 - 2019  
*Big Data Analytics & Machine Learning*

**Contributing studies for MSc CS degree** 2004 - 2005  
University of Massachusetts, Grad School, Amherst  
Insitute of Technology, Karlsruhe, Germany 2000 - 2006

TECHNOLOGY

### Strategic Technology Focus

Strategic digital marketing consulting and roadmapping  
Decoupled content & eCommerce experiences  
Data-driven personalization & continuous optimization  
Best-of-breed SaaS-based digital marketing ecosystems  
Artificial Intelligence and machine learning in marketing  
Agility through microservice & enterprise bus ecosystems  
Conversational and zero-UI digital platform strategy  
Global enterprise-scale technology delivery and collaboration

### Enterprise Platform Focus

Experience platforms  
Adobe Marketing Cloud, Acquia/Drupal, Sitecore, Wordpress, Contentful  
eCommerce platforms  
Salesforce, Elastic Path, Hybris, Magento, Oracle Commerce Cloud, Digital River  
Data Science platforms  
Google Studio, TensorFlow, Anaconda, SAS  
Data & Analytics platforms  
Adobe Analytics Cloud, Google 360, Oracle Bluekai, Power BI  
CRM & Marketing Automation platforms  
Salesforce, Oracle, Microsoft Dynamics, Marketo, Hubspot

### Certifications

AEM 6 Architect, AEM 6 Business Practicioner, Agile Scrum

THOUGHT LEADERSHIP

### Recent Thought Leadership

A How-to Guide to Your Blockchain Strategy  
Magenta Thought Leadership, 2017  
Engineering the Personalized Digital Future  
WP Engine Summit, 2017  
How AI will transform every job in media  
Digiday, 2017  
A starter guide to marketing in AI  
Huge Ideas Thought Leadership Article, 2016  
User-Centric digital experiences meet AI  
CMSWire Webinar, 2017  
Open source software is eating the world  
WP Engine Summit Expert Panel, 2016  
Conversational UIs  
Acquia Partner Advisory Board Presentation, 2016  
E-commerce trends in 2017  
Shopify Blog Guest Writer Contribution, 2017

OTHER

### Languages

English, German, Spanish Fluent  
Swedish, Portuguese Intermediate