

PROFESSIONAL SUMMARY

Curious, adaptable technologist with 20+ years of hands-on experience across infrastructure, systems, software, and cloud platforms. Known for a “MacGyver-like” ability to connect the dots, troubleshoot creatively, and build practical solutions in messy or ambiguous environments. Enjoys working as part of a collaborative team, contributing ingenuity, steady execution, and technical versatility—including thoughtful use of AI tools—to achieve common goals.

SKILL HIGHLIGHTS

Analysis & Databases: Snowflake, PowerBI, SQL, GQL, Dremel, NoSQL, SQL Server, Oracle, MySQL, T-SQL, Excel

Technologies: SaaS, Google Cloud, Microsoft Azure, python, C#, .NET, JavaScript, CSS, HTML, Agile Methodologies, JIRA

AI Proficiency: LLMs, OpenAI ChatGPT, Google Gemini Advanced, Anthropic Claude, Google Vertex, Replit, Vibe Coding

Systems & Infrastructure: Windows, macOS; networking fundamentals (TCP/IP, DNS, DHCP); identity & access basics; performance/load testing (LoadRunner); incident/outage response & troubleshooting; IoT installs & integrations

PROFESSIONAL EXPERIENCE



mercatus
a relationship company

Director, Professional Services

Retail Grocery Startup

June 2023 – August 2024

Solutions Consulting, Loyalty & Retention, Retail Media

- ⌘ Introduced the company to online advertising via Retail Media Networks, leading to an eventual \$MM investment
- ⌘ Introduced new payment program that collected \$500,000 in revenue in the last month of the year, making our year
- ⌘ Generated add-on MRR by partnering with Data Science team and creating new data commercialization products



Senior Manager

Pharma, Pricing

April 2022 – March 2023

Solutions Consulting, Technology Strategy, Management Consulting

- ⌘ Created practice strategy roadmap to develop clients' people, processes, and systems
- ⌘ Built business case and go-to-market strategy for Board of Directors for first industry vertical: Healthcare
- ⌘ Instituted firm wide playbooks for delivering Process Mapping and Low/No Code projects
- ⌘ Developed case studies and marketing collateral for sales teams to use to engage potential clients
- ⌘ Uncovered \$100,000s of revenue lost to process inefficiencies, clerical, and AR errors



Founder

Entrepreneur

January 2017 – April 2022

- ⌘ Created and grew **hoobird**, Austin's first and only home security company for renters
- ⌘ **Only** company in the USA to have explicit permission from Ring to use Ring's branding in our marketing materials
- ⌘ Transitioned existing customers to established large players, adapting to a shift in the industry
- ⌘ Independent valuation of \$1.5mm



Senior Project Manager

Payments

January 2018 – September 2018

Payments Experience

- ⌘ Created Experience KPIs demonstrating need for better collaboration between Experience & Product/Eng
- ⌘ Influenced Product by advocating for users to include key Experience UI elements, reducing support FTE needs
- ⌘ Designed week long rotation for new hire engineers focused on integrating user empathy into Payments products



Director Product Management

SaaS MarTech Startup

August 2016 – November 2016

Product, Engineering, QA

- ⌘ Unblocked \$8mm in Series A funding by creating KPIs to confidently and accurately report to VCs
- ⌘ Generated \$100,000s+ in ARR by uncovering unbilled client accounts
- ⌘ Defined a repeatable, measurable process to bring features from idea to market, including cost effective support



Global Escalation & Crisis Lead

Crisis, Escalations

August 2013 – August 2016

DoubleClick for Publishers, DoubleClick AdExchange & Google AdMob

- Ⓜ Commanded and controlled all communication aspects of real time crisis, outage and downtime situations to Google's largest advertising publishers for DFP, AdX & AdMob, balancing client needs and Google constraints
- Ⓜ Served as communications hub during active crises, running crisis calls with relevant teams to gather and disseminate information, penning hundreds of external comms worldwide to over 500,000 unique users per send
- Ⓜ Created Document Details feature in Google Docs, rolled out globally to billions of users (below)
- Ⓜ Analyzed data to reframe Bug Resolution Time issue by decomposing metric into measurable subcomponents
- Ⓜ Created new Bug Triage program reducing bug resolution time 5 days & eliminating 2 hours/week of meetings
- Ⓜ Empowered team to define new metrics by merging complex data sources into 1 easy to query flat SQL table
- Ⓜ Wrote scalable code that still runs in prod Google Advertising stack on every ad request
- Ⓜ Analyzed and prioritized Publishers' issues balancing client needs, product excellence and engineering availability
- Ⓜ Designed, developed and deployed game played live worldwide during Google I/O 2016 in python
- Ⓜ Started most popular Feedback in Google NY history leading to Egg n Cheese being served daily to all Googlers



Senior Consultant May 2012 – July 2013

ERP+ Delivery Lead – North America

- Ⓜ Won SAP Sapphire 2013 Innovation Award, their highest Partner award given annually
- Ⓜ Created WBS staffing model defining people and tasks needed to deliver high quality projects on time and on budget
- Ⓜ Designed and coded solution for efficiently scheduling chemical production leading to a 50% increase in production



Consultant

January 2010 – May 2012

Performance Testing & Functional Lead – Federal Government

- Ⓜ Gathered requirements, ran rapid prototyping sessions, handed off to dev team, ran load testing and deployment

Self Employed owner

May 2009 – September 2017

- Ⓜ Designed, coded and deployed PHP ecommerce website which sold \$30,000+ of plumbing products/year



Sr. Consultant

February 2007 – May 2009

- Ⓜ Optimized SQL reports from days to minutes of runtime saving client \$MM by enabling quicker decision making
- Ⓜ Built and led QA team of 8 on 3 year IT overhaul project all of whom were hired by client as full time employees



Systems Analyst

February 2005 – February 2007

Performance Testing Team Lead

- Ⓜ Most knowledgeable LoadRunner employee in entire firm, consulting on simultaneous engagements

EDUCATION, CERTIFICATIONS & ACHIEVEMENTS

The University of Texas at Austin – Dec 2004 - Bachelor of Business Administration, Management Information Systems

CompTIA A+ Certified | CompTIA Network+ Certified

Google Docs Details Feature

