

## Digital Development Director SFCC - Campingworld

**November 2022 to Feb 2023**

- In charge of anything that interacted with the SFRA sites for Camping World & Overtons.
- Managed development team, third party relationships and cross functional groups.
- Managed new feature implementation from discovery through post production deployment.

## Director - Salesforce Commerce Cloud

**November 2017 to July 2022**

I was in this role at 5 companies due to multiple acquisitions.

TradeGlobal > JaggedPeak > Simplus > Infosys > BlueAcorn

- Responsible for managing Salesforce Commerce Cloud teams consisting of developers, project managers, business analysts and quality assurance analysts with SFCC platforms ranging from SFRA to Pipelines to Headless.
- Direct teams in the development of site builds and ongoing support for high end brands such as FENTY Beauty, Puma North America, KVD Beauty, Belnick Inc, Marc Jacobs Beauty, OLE Henriksen, BITE
- Launched the website for Rhianna's skin care line called FENTY SKIN which produced over \$7 million in sales over the first 24 hours of the launch.
- Responsible for staffing, budgeting, forecasting and liaising between BlueAcorn, Simplus and Infosys business units.
- Evaluated existing projects to determine technical challenges, risks, schedules, resources, and monitor timelines.

## Team Lead Project Management/Development SFCC - TradeGlobal June 2014 to November 2017

- Served as the Team Lead of the implementation partner for Cole Haan who won the 2016 PaceSetter Award at Salesforce.
- Jira admin for TradeGlobal. Developed the workflows used by multiple IT teams..
- Contributed to the creation and adoption of SDLC standards and development best practices.
- Ensured that application development standards, processes, controls, and governance met security, privacy, and regulatory compliance requirements for E-commerce.
- Recruited, managed and mentored developers in development of eCommerce websites.
- Planned and supervised resources across multiple implementation projects, collaborating with managers of other disciplines to ensure client success.
- Managed a budget and controlled costs with an eye toward achieving group financial objectives.
- Buildmaster - created and supported the build process from staging to development to production.

## SFCC Project Manager - TradeGlobal

**April 2013 to May 2014**

Executed full life cycle of Salesforce Commerce Cloud site implementations as well as the ongoing site maintenance and enhancements.

- Worked with multiple stakeholders of the clients and third party vendors.
- Handled overall project support of multiple e-commerce sites.
- Utilized Agile Development environment with SCRUM Methodology.
- Triaged support issues and JIRA tickets and prioritized tasks.
- Defined scope and assisted in requirements gathering for the enhancement projects.
- Communicated timelines, progress and status reports to clients and third party vendors.
- Worked with external cross-functional technology teams to troubleshoot, estimate, and coordinate system defects and enhancements.

## SFCC(Demandware) Developer - TradeGlobal

**February 2011 to April 2013**

- Implemented the design and custom functionality for various e-commerce sites on Demandware platform.
- Integrated third party products such as bazaarvoice, smarterremarketer, and certona.

**Education:** Bachelor of Science in Business, Miami University, Major: Management Information Systems

**Salesforce Certified B2C Commerce Developer May 2023 - May 2024**