

LEA DERTECH

Sunnyvale, CA 95603

(408) 123-1234

Lea.der@yoohoo.com

www.linkedin.com/in/leadertech

TECHNOLOGY EXECUTIVE

Hands-on leader with extensive experience utilizing technology and business processes in creating and delivering solutions. Solid reputation as systems thinker, known for building and establishing strategic partnerships, and working effectively across diverse cultures, geographies, and various delivery models. Background in strategy creation, architecting, developing, and implementing value added systemic solutions.

EXPERTISE / ACCOMPLISHMENTS

- **Broad Process Knowledge:** Created vision, strategy, and implemented solutions via full technology development lifecycle with strong utilization of process centric methodology for Sales and Marketing, CRM, eCommerce, Customer Knowledge Management, Customer and Product data Management, Business Intelligence and Supply Chain areas.
- **In-depth Technology:** 13 years of coding traversing 2nd – 5th generation languages, delivering eight original engineering developments and seven end-to-end architectures.
- **Innovative:** Recognized as a creative problem solver; significant hands-on experience streamlining business processes and developing solutions via information technology utilization for High-tech, Semiconductor, and Contract Manufacturing companies.
- **Strong Leader:** Led small pre-IPO companies; large company experience. Philosophy of thinking strategically and acting tactically while building and developing strong organizations.
- **Technology/Business Expertise:** Unique ability to take perspective of both business technology, fostered by B.S. in Finance and a M.S. in Information Systems along with Black Belt training.

PROFESSIONAL EXPERIENCE

WOWEEE, INC., San Jose, CA

2009 – Present

President and CEO, Board member

Transformed India company into a Silicon Valley based, global web and mobile outsourcing services provider and grew revenue from a \$100K to \$8M in revenue.

- Orchestrated creation of global company from start to fully functioning, revenue generating company. Sold flagship web platform to host multiple customers on 3-tier hosted architecture with SLA of 99.99% uptime
- Implemented best-in-class development and delivery model with strong SDLC process
- Guided creation of number of prototypes to address convergence in web and mobile spaces
- Personally consulted to Reconex in its demand chain optimization

GREAT COMPANY, Palo Alto, CA

2002 – 2008

Director Operational Excellence and Biz Dev (2006 – 2008)

Led cost and process efficiency improvements for \$1.3B eBusiness, Customer and Sales Operations organization inclusive of CRM, Direct Marketing, Customer Knowledge Management, Customer and Product Data Management, along with “Right-Shoring” and 3rd party partnerships (demand chain)

- Led project to outsource \$100M – \$150M/year to a Solution Integration partner
- Directed program to create process-centric organization via launching Black / Green Belt education program, creating process taxonomy map and footprint
- Led partnership with other organizations to create a shared services operations trade reference.
- Developed “Right-Shoring” decision-making framework, and managed program management office for all demand chain functional areas with \$15M/year projected savings
- Created and championed concept of virtual competency centers for Order Management, Sales Operation, and Data Management in simplifying the delivery of business process by the services organization

PROFESSIONAL EXPERIENCE (continued)

GREAT COMPANY (continued)

Director Web Strategy and Planning (2004 – 2006)

Managed strategic and tactical planning process inclusive of Regions and Business Units. Established metrics and reporting for the Direct Web space.

- Led Customer Value Project dramatically shifting direction of Customer Knowledge Management and customer 360 program resulting in 3 year strategy and delivery plan buy-off
- Created framework for capability and IT asset linkage, for horizontal contact centers and web-based motions, aligning and streamlining solution delivery

Sr. Director (2004)

Managed five remote teams to operational success inclusive of design and development data warehouse and data marts, decision-support and business-intelligence systems creation and operations, architecture, tools and technology standards. Led major strategic initiatives.

- Guided creation of Knowledge Management 2nd generation Information Architecture projected to save \$100M/year
- Chaired Program Management Office reducing cost via leverage and streamlining Governance

Director (2002 – 2003)

Created and led integrated worldwide development function reporting to CIO

- Created vision and strategy for global sales and marketing, business intelligence, partner relationship management, e-support, customer contact centers, and customer and content knowledge management
- Managed \$288M budget (300 people, 50 projects per qtr); increased project delivery from 30 % to 60%
- Led creation of worldwide systems and capability framework resulting in effective prioritization within business and IT divisions, first of its kind in the company

RETAIL ONLINE (1999 – 2002)

Chief Technology Officer (CTO)

Led overall technology strategy and execution including development, Q/A, program management, business intelligence, and technical operations

- Successfully scaled technical operations 4.5x previous year to \$160M (grew faster than all major competitors / retailers based on publicly available information)
- Restructured technology organization within first 60 days. Established new processes which coordinated workflow across technology organization and prioritized projects
- Created award winning 2nd generation conceptual and logical technology architecture contributing to >97% customer satisfaction/referral rating
- Championed vision of CBO-wide e-commerce architecture which maximized flexibility and leveraged assets internationally and formalized communication processes with CBO IT

POURITON, Inc. Simi Valley, CA

1997 – 1999

Sr. Director IT Development

Developed and implemented process that delivered cost effective technology projects on time and on budget while “productionalizing” the development environment for a \$50M startup company.

- Led Enterprise System Architecture Project, which assessed 100% rebuild of technology architecture and infrastructure. Performed vendor analysis and contract negotiations with selection of Oracle ERP and Data Base technology, Vitria, and Informatica. Implemented ERP and DW solutions
- Instrumental in leading development area for successful IPO, and scaling the solution to support eCRM leadership in Business Service Provider (BSP) model

EDUCATION / PROFESSIONAL DEVELOPMENT

MBA, Sacramento State, Sacramento CA

M.S., Information Systems, Golden Gate University, San Francisco, CA

B.S., Finance, Santa Clara University, Santa Clara, CA

Black Belt – Six Sigma Plus