Jason Hudalla

MBA, Certified Scrum Professional, PMI Certified

Highly-engaged and passionate Technical Director with a proven history of successfully delivering complex digital solutions. Seeking to build and support a high functioning software center of excellence in a technology centric organization.

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EXPERIENCE

BI Worldwide, Edina, MN — *Technical Director Learning & Coalition Technology*

DEC 2017 - APRIL 2020

At BI Worldwide I provided lead direction to the engineering and product teams. In this role I guided multiple large scale web and mobile B2B and B2C digital product and solution delivery teams. Across multiple business units I have worked closely with stakeholders and Product Owners to conceptualize creative solutions to complex client issues/opportunities. I have built and developed multiple high-performing software development teams in the US and India.

Primary Functions

- Lead solution architecture design concepts
- Navigate ambiguous issues with managing a broad development/operations team with varying skills and experience
- Simultaneously manage the completion of numerous software development projects at the program level
- Interface directly with clients to communicate technical challenges and creatively resolve issues
- Ensure adequate project staffing for technology by monitoring and forecasting work efforts
- Continuously develop core underlying products that support all projects and reduce delivery times
- Mentor team members to expand skills and drive new opportunities
- Establish and maintain/measure/ensure adherence to policies and procedures for each business unit
- Project and manage annual department budgets for the Product, Technical, and Operations Teams
- Create proposals and capital request estimates for corporate-funded development efforts

SKILLS

Team Leadership/Management

Technical Strategy

Budget Management

Performance Management

Planning & Forecasting

Solution Architecture

Systems Design

AGILE Transformation

Hiring and Resource Management

Certified Scrum Professional

Certified Scrum Product Owner

PMI - Project Manager

HTML/CSS Development

Responsive Web Design

SQL Development

Interactive Marketing

User-Behavior Event Based Tracking

BI Worldwide, Edina, MN — *Technical Director, Coalition* Technology

SEPT 2015 - APRIL 2020

In this role I lead multiple teams through AGILE transformation. I engaged with the business teams in this BIW division and pushed them to identify and pursue opportunities for technical investments in their products which lead to multiple significant product changes which have resulted in annual revenue growth between of 20+% between 2016 to present.

BI Worldwide, Edina, MN — *Project Director*

NOVEMBER 2014 - SEPT 2015

In this role I was tasked with implementing an end-to-end solution that enabled image capture, data extraction, error correction and data manipulation. During this implementation I setup 2 remote support teams; one domestic and another in India to allow for 24-hour support. We leveraged machine learning, google app engine, and data science methods to build a system that would continuously learn and improve over time. Once complete, this solution quickly became the primary revenue source for 2 separate business units at BIW.

BI Worldwide, Edina, MN — *Creative Marketing Technologist*

JULY 2013 - NOVEMBER 2014

In this role I was focused on identifying key areas of the business in need of improvement, identifying possible solutions and creating prototypes to be used in A|B testing and performed statistical analysis on effectiveness. These prototypes ranged from improvements to the registration flow, invoice image capture, OCR extraction and dynamic error correction. In these pursuits I leveraged open source tools as well as created custom applications in RUBY, Mixpanel, AWS, MechanicalTurk.

Horizontal Integration, Minnetonka, MN — *Senior Project Manager*

NOVEMBER 2012 - JUNE 2013

At Horizontal Integration, I managed customer relationships and projects based around the strategic integration of Sitecore CMS into our customer's marketing portfolios. Through individual phases, or the entire systems design life cycle, I managed the project teams and kept projects on time and on budget.

AVTEX Solutions LLC, Bloomington, MN — *Technical Project Manager*

NOVEMBER 2010 - NOVEMBER 2012

- Conceptualized, designed, and launched ATHLETE TRACKER, a consumer facing application used my the TwinCities Marathon
- Developed information architecture documentation as part of an innovations lab inside Avtex working on new and emerging technologies
- Lead quality assurance for all project deliverables
- Assisted clients with technical enterprise planning and project prioritization

OPPENHEIMER WOLFF & DONNELLY, Minneapolis, MN —
Technical Project Manager

JUNE 2008 - OCTOBER 2010

- Managed internal technology projects, evaluated solutions via buy versus build, and managed outsourced developers throughout the project lifecycle
- Designed, developed, and implemented custom software which helped eliminate $50,000 in annual vendor expenditures

THE SELLING SOURCE, Las Vegas, NV — *Sr. Business Systems Analyst*

AUGUST 2007 - JUNE 2008

- Consulted with customers integrating TSS's financial applications into their existing enterprise, including client financial risk assessment
- Created and managed customer engagement system designs from client concept through development production
- Managed project tasks and documentation for a project portfolio of two million dollars, including statements of work, cost estimates, requirements documentation, project plans, budgets and forecasts, resource allocations, meeting summaries, invoices and project briefs
- Lead quality assurance for all project deliverables
- Coordinated and lead a cross-functional team (including information architecture, design, copywriting, development and quality assurance) through all project stages
- Assisted clients with goal-setting and development of success criteria
- Created information architectures and validated with customer goals/expectations prior to development

FOLEY & MANSFIELD, Minneapolis, MN — *Software Developer*

JUNE 2000 - 2002, JUNE 2004 - AUGUST 2007

Designed, developed, and implemented numerous custom applications including:

- A text parsing application for our billing department resolving conflicts before they were sent resulting in monthly savings of $30,000
- An ecommerce functional seminar site which realized $80,000 within its first month of use
- Planned, Developed, and rolled out FoleyNET, an intranet portal providing all department teams and company-wide collaboration leveraging SharePoint 2004
- Evaluated existing business processes and worked closely with department leaders to develop programmatic streamlining where feasible
- Lead designer on all software development projects

EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN
Masters of Business Administration

MAY 2010

UNIVERSITY OF MINNESOTA, Duluth, MN
Management Information Systems

JUNE 2004

ANOKA - RAMSEY COMMUNITY COLLEGE, Coon Rapids, MN

Computer Science

JUNE 2000

REFERENCES

GARY HANSEN - Chief Operating Officer, BI Worldwide
Phone: 612 - 581 - 3472
Email: gary.hansen@biworldwide.com

JOHN PIERSON - VP of Coalition Businesses, BI Worldwide
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JASON MICHELS- Learning Software Architect, BI Worldwide
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