

# Bradley Schneider

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## SUMMARY

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With extensive experience in Agile project management, team leadership, and CI/CD implementation, I have successfully led high-performing teams in delivering large scale applications and eCommerce platforms. I am seeking the role of Director Software Development to leverage my expertise in cloud computing, system architecture, and agile methodologies.

## SKILLS

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Agile Project Management | CI/CD Implementation | Cloud Computing | Scrum Methodology | Software Development | Ecommerce Platforms | System Architecture | Technical Debt Management | Application Performance Management

## PROFESSIONAL EXPERIENCE

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### Director Software Development

October 2020 - January 2024

*Uber Freight*

*Frisco, Texas*

- Agile technical management of large scale Transportation Management System (TMS) application used by customers like Nike and Clorox with high throughput and stringent availability service level agreements.
- Implemented relative estimation to lift completion rate by 12% and enable product managers to forecast future commitments accurately.
- 75% increase in release frequency by engineering dynamic release capability to enable CI/CD.
- 7 high-performing teams in a hybrid global outsourcing model. 62 employees including developers, scrum masters and technical business analysts.
- Production issue management, coordination and remediation. Continuous reliability improvement. Full development lifecycle responsibility.
- Maintained continuous SOX compliance to Uber standards for processes and deliverables. Handles tracking and mitigation planning for technical debt.

### Director Software Development

May 2018 - January 2020

*One Technologies*

*Dallas, Texas*

- Unshackled the Scrum process. Empowerment of teams to embrace experiments and realize that conformity across all teams works against the fundamental Scrum principal of self-organization. Gained 20% improvement in team throughput by extending the development window without compromising quality.
- Rebuilt key product enrollment application on AWS, JavaScript, Node.js and React.js.
- Resolved process management issues to eliminate application deployment bottlenecks. Implemented true CI/CD pipeline reducing production deployment time by 85% from 4-6 hours to well under 60 minutes.
- Coach, mentor and collaborate with product owners and scrum masters to balance the team planning cycle and management process, increasing development capacity over 25% per team.
- Used relative estimation and capacity techniques to project team forecasts into the future 6-12 months. Planning done in Jira. Implemented a true continuous improvement environment.
- Director of a 26 person team of developers and scrum masters, local and integrated offshore.

### Director Application Development

February 2009 - April 2018

*The Container Store*

*Coppell, Texas*

- Develop and maintain the [www.containerstore.com](http://www.containerstore.com) ecommerce site and [standfor.containerstore.com](http://standfor.containerstore.com) culture and outreach blog. End-to-end responsibility for all eCommerce initiatives and full SDLC ownership.
- Delivered the analysis and customer-focused business case for features that doubled the mobile conversion rate from 2.2% to 4.7% by implementing responsive web design and

elevating user experience.

- Brought unprecedented visibility as an early adopter of the AppDynamics Application Performance Monitoring (APM) solution, shrinking troubleshooting time and uncovering hidden inefficient data queries. Reduced mean time to remediate (MTTR) by 70%.
- Implemented centralized logging using Splunk to reduce access to system logs from hours to minutes.
- Consistently delivered high quality features while maintaining exemplary compliance and scalability to drive eCommerce revenue through 300% growth.
- Established A/B test and targeting platform for customer journey optimization. Implemented Google Analytics and Adobe Analytics. Improved customer engagement through session replay analysis.
- Reduced campaign preparation time for the ecommerce channel from 2-3 days to 2-3 hours by creating an entirely new ecommerce merchandising application. Leveraging Ruby on Rails, delivering results on rapid timelines.
- Implemented standfor.containerstore.com culture blog. Replaced the existing WordPress implementation with a Ruby on Rails stack utilizing prismic.io cloud web content management system (CMS). Fully CI/CD cloud deployment using Heroku.
- Established QA team with an emphasis on automation and moving the team toward continuous integration and deployment.
- Architected best in class click and pickup capability addressing customer connectivity challenges inherent in mobile interactions.
- Implemented scrum methodology and agile environment SDLC organization wide. Ongoing one on one meetings with scrum masters to coach and develop their impact on teams and the broader organization.

#### **Director of Architecture**

**January 2003 - February 2009**

*Expedia Hotels.Com*

*Dallas, Texas*

- Software engineering team leadership focused on applications architecture, release management, architectural design and innovation.
- Integrated Hotels.com with the Expedia booking engine, joining Hotels.com with the Expedia family of online travel sites allowing combined inventory of both Hotels.com and Expedia to be sold via www Hotels.com, an inventory increase of 40%.
- Development of www Hotels.com direct to consumer and back end systems at an annual booking revenue of over \$600M and load of over 10,000 concurrent users.
- SaaS model for affiliate partners to directly integrate via templated and white label branding or B2B direct API.
- Implemented Technical review process which directly improved predictability and quality of deliverables which were no longer rejected by stakeholders due to misalignment with business needs.
- Produced documentation of system integration and business partner relationships.

#### **Director of Technology**

**January 2002 - January 2003**

*Hilton Hotels*

*Dallas, Texas*

- Recruited by the Senior VP of Hilton eBusiness to establish an internal development team for Hilton.com, based on past working experience while at Xceed.
- Managed a team of 19 people located in Dallas, L.A. and Chicago. Directly involved in the project planning, technical architecture and resource assignments for software developers, web designers and Quality Assurance.
- Hilton.com is a \$700M eCommerce site with peak loads over 5,000 users. The web site serves multiple brands, such as Doubletree and Embassy Suites, allowing for independent branding and marketing while leveraging a common technology platform.

#### **Cofounder**

**October 2001 - March 2002**

*Kanati*

*Dallas, Texas*

- Startup organization, primarily serving as the developer of Herman Miller's retail eCommerce site.
- Delivered unified online and in-store web based shopping and checkout kiosk experience in support of Herman Miller's expansion into small startup and home office.

**Director of Technology****March 1998 - September 2001***Xceed - Big Theory**Dallas, Texas*

- Manager of the Dallas Office's Technology Department. Promoted from Technical Lead to Director of Technology in July 2000. Responsible for a development and QA team of 15.
- Implemented the Hilton.com site built on the ATG Dynamo Java Application Server.
- Executed all aspects of the application development consulting project life cycle, from initial proposal and client meetings through design and coding. Collaborated with the directors in other disciplines (creative, strategy, marketing and project management) in a matrix organizational structure.
- Applied innovative agile techniques to meet fast-paced and dynamic client requirements of the evolving ecommerce software industry.

**Senior Consultant****February 1995 - March 1999***American Airlines - Sabre**Fort Worth, Texas***Business Systems Specialist****June 1991 - February 1995***Canadian Airlines**Vancouver, British Columbia***EDUCATION**

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**Bachelor Of Commerce in Management Information Systems****February 1995***University of Calgary**Calgary, Alberta***CERTIFICATIONS**

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**Cloud Developer Associate****2020***AWS***Cloud Practitioner****2020***AWS***Scrum Master****2008***Danube*