

Leon Taylor Chism II

330 Windsor Avenue
Glen Ellyn, IL 60137
(630) 747 – 4335
leon@chism.org

Summary:

Technology and business executive with extensive experience at the junction of business, product, and technology, delivering high quality mission critical products and business solutions in a fast paced development environment.

Experience:

DialogTech (2015 to Present)

CTO: DialogTech is a VC backed, \$30 million, 150 employee marketing technology company that is an industry leader in call attribution, allowing customers to track and analyze marketing activities on- and off-line that result in phone and SMS conversations. Investors include Apex Venture Partners, Origin Ventures, Second City Ventures, and River Cities Capital

Leading a technology team of 50 in the development of a suite of products including telephony services provided on a SaaS basis, contextual and dynamic call routing, and call attribution. Responsible for product conceptualization, design and delivery, professional services, and pre-sales consulting for our largest clients.

- Delivered five new products in 15 months, all in new segments of the market
- Implemented root cause analysis process to provide visibility into production impacting events and ensure mitigation and remediation steps were constantly improved
- Revamped the agile development process to increase throughput of the product development team and reduce cycle time of products to speed delivery
- Oversaw the migration of a core product into the AWS environment to provide scalability and availability improvements while expanding capacity to support hundreds of millions of monthly unique visitors in our tracking system
- Migrated several development teams from weekly sprints to continuous delivery, increasing deployment rates from once a week to more than 2 a day
- Significantly improved the security of the system and our ability to sell to customers with sensitive data directly resulting in closed sales at the enterprise level (\$10k+ MRR) in financial services and educational services.
- Redefined and refined the role of Product in the development process, realigning resources across all functions into cohesive teams focused on key products.
- Created the Product Research team to focus on lean-based methods for assessing and entering new markets, , yielding four launched products and three more in incubation in the team's first six months.

Manages a technology team of 50 engineers, QA engineers, operations engineers, and product managers through six direct reports including VP of Software Engineering, VP of Product Management, Director of Infrastructure, Director of Applications Release and Telecommunications, Director of Product Research, and Director of Software Architecture. Reports to CEO.

Journera (2015)

Technical Advisor: Journera is a recently announced B2B travel startup founded by long time travel industry

executives. Journera is building a platform that provides a unified vision into the travel experience across suppliers to enhance the traveler experience

Provided technical consulting services including product design, technical architecture, organizational design, and process design pre-funding while the concept was being incubated by its founders in conjunction with Boston Consulting Group.

Rewards Network (2014 to 2015)

CTO: Rewards Network is a merchant cash advance and marketing services company targeted at restaurants, fast casual dining establishments, and bars. Rewards Network uses its relationships with hotel, airline, fuel purchasing, and other affinity programs to drive diners to member establishments. Rewards Network then collects a percentage of the credit card receipts either as compensation directly, or as a means to pay down a cash advance.

Led a technology organization of 50 through a transformation from legacy software development practices to more modern approaches and planned a technology strategy to re-platform critical business systems to more modern, modular, and flexible system to address threats and opportunities.

- Rolled out a new “cash only” product focused on improving Rewards Networks’ ability to deploy capital to customers and improve margins with minimal impact to existing systems
- Planned and began execution of iterative and incremental migration off legacy systems onto modern software architectures.
- Worked with internal and external developers to redesign the mobile product to improve diner experience and improve conversion rate
- Completed roll out of scrum based agile process and continuously adapted the process to better fit Rewards Networks needs as a business, including redesigning the interactions between compliance and product development

Managed a team of 50 developers, operations engineers, QA engineers, and product managers through four direct reports including VP of Software Delivery, Director of Infrastructure and Operations, Director of Enterprise Architecture, and Senior Product Manager. Reported to CEO.

Analyte Health (2010 to 2014)

CTO: Analyte Health is a condition specific on-line physician’s practice providing full patient services including general condition and symptom information, patient intake, and medical consults and prescriptions. Analyte fully automated the filing of insurance claims for the providers accepted in addition to supporting self-pay patients. All of Analyte’s services are provided virtually, over the phone and web.

Was recruited to join the organization to speed the product development process, improve system availability and reliability, improve the user experience, and address compliance demands. Enterprise orchestration through integrations with third party systems was a major focus for the business.

- More than doubled the weekly per-developer output while improving quality
- Increased our marketing and acquisition capabilities while also implementing changes to our service capabilities that were of financial and strategic importance.
- Led the technology team through two major business model evolutions

Managed a team of 18 software developers, QA engineers, and operations staff through four direct reports including the Director of Quality Assurance, Director of Software Development, Director of Engineering and Operations, the Senior UI Developer. Reported to CEO

Viewpoints Network, LLC (2006 to 2010)

CTO/Vice President of Technology: Viewpoints Network is a VC backed startup that supported two lines of business: a B2C user generated content site supported by directly sold premium ads and a B2B platform for integrating reviews and community capabilities into third party retail e-commerce sites.

Defined and both lines of business based off a single product and code base. Orchestrated the conversion of the B2C application into the B2B platform for our clients including Sears, KMart, Craftsman, and others. We achieved profitability quickly and consistently while finding success selling against much larger and more established competitors.

Managed a team of 23 software developers, operations staff, and QA engineers through four direct reports including Lead Engineer, User Interface Architect, QA Manager, and Network Operations Engineer. Reported to CEO.

Orbitz, LLC (2000 to 2006)

Chief Internet Architect and Vice President of Software Engineering: Orbitz is a leading global, full service online travel agency selling flights, hotel rooms, rental cars, cruises, and vacation packages. Products and services targeted at both leisure and lightly-managed business travelers, as well as third party development and operations services for airline websites

Designed and delivered the initial architecture of the orbitz.com while preparing the system for long term strategic goals. Recruited and managed software engineers in expansion of group from 5 to 130 software engineers. Defined the development processes encompassing entire software development lifecycle.

- Defined career management process that resulted in less than 4% annual attrition.
- Delivered Supplier Link, a revolutionary mainframe integration solution, increasing air revenue more than 10% and reducing supplier costs by more than 70%.
- Created real-time business event monitoring to allow Network Operations Center to monitor business events using existing systems and capabilities.

Managed a team of up to 40 software engineers through five direct reports including Directors of Supplier Link, Airline Integrations, Agent Desktop, Airline Hosting, and Operational Efficiency. While fulfilling the role of Interim CTO while a search for external candidates was completed, managed a team of 130 software developers through existing direct reports in the air services area as well as the Vice President of Hotels, the Director of Rental Cars, and Vice President of Cruises and Vacation Packages. Reported to CTO and CEO.

Nova (2000)

Team Lead: Managed server side development team of five, providing technical leadership and management for this wireless web infrastructure product that dynamically translated existing HTML pages for display on numerous mobile devices.

Zefer, formerly Neoglyphics Media Corporation (1997 to 2000)

Department Manager: Project and technical lead for this web-focused consulting company. Led efforts to define and refine our project delivery methodology.

Andersen Consulting (1992 to 1997)

Senior Consultant: Designed, coded, and delivered systems on a variety of technical platforms. Roles included supervising technical teams and designing system architectures.

Education:

University of Illinois at Urbana-Champaign

B.S. with Highest Honors in Business Administration/Marketing, May 1992