

LEON CHISM

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CHIEF TECHNOLOGY OFFICER

Business-Centric Technology Leader • Value Driver
Product Innovation & Engineering Evangelist • Team Builder

Championing Business-Aligned Technology Solutions & Engineering Cutting-Edge Patented Products that:
Optimize Efficiencies – Spike Business Growth – Save Costs – Maximize Client Satisfaction – Cement a Competitive Edge

\$18M IT Budget – Team Size to 130 – US & India Oversight – Industry preference: S/W | Tech Product companies (Mid-to-Large-Sized)

Integral due diligence member who enabled successful acquisition of DialogTech.

Positioned Orbitz on a competitive edge to move forward with IPO agenda.

Face of the company in press engagements as media spokesperson.

Public speaker, presenter, and panelist.

Concept and delivery of Patents: "Booking Engine for Booking Airline Tickets in Multiple Host Environments,"
Patent Numbers 7,962,354 and 7,769,610.

Visionary technology executive known for pioneering next-generation technology to achieve corporate vision and drive revenues, profits, and efficiencies. Architected smart business-centric technology ecosystems through revolutionizing technology and planning far-sighted IT roadmaps that produced breakthrough bottom-line results and devoured market share. Inspired teams to rapidly deliver innovative, high-quality, well-architected products in alignment with company's commercial interests and market needs. Reputation for transcending business needs, building stronger teams, and optimizing capabilities.

Bridged gap between business and technology to realize essential integration:

- Unified 2 disparate platforms post-acquisition in 2014. Additionally, migrated legacy systems to AWS, magnifying DialogTech value and transitioning it from the SMB and mid-market to the lead player in the enterprise market for similar services.

Award-winning, press generating, and multi-patented solutions and architectures:

- Concept-to-launch leader of DialogTech's first ML products and flagship product, Dialog Analytics Pro.
- Created Orbitz' Supplier Link product, garnering significant press and increased revenue/airline ticket.

Added business value to CTO role by anticipating business needs (Analyte Health):

- Seamlessly navigated complexities of 2 major business model evolutions.
- Led 2X weekly per-developer output, improved quality, enhanced marketing and acquisition capabilities, and led changes to boost service capability.

Operated as an active cost manager and process optimizer:

- Achieved 4% annual attrition via defining career management process at Orbitz.
- Increased air revenue by 10%+ and reduced supplier costs by 70%+ via Supplier Link, a revolutionary mainframe integration solution.

EXECUTIVE CORE COMPETENCIES

- Cross-Functional Team Leadership
- Technology Budget Management
- Team Building & Training
- Strategic Projects & Initiatives
- M&A Technology Integration
- Technology Roadmap Planning
- New Product Development
- Technology Integration & Migration
- Business Transformation
- Research & Innovation
- Product Strategy/R&D Efforts
- Quality Improvements
- Executive Presentations
- Organizational Structuring
- Security, Privacy, & Compliance

TECHNOLOGY LEADERSHIP HISTORY & HIGHLIGHTS

Chief Technology Officer • DialogTech – Chicago, IL • July 2015 – May 2021

A marketing technology company and a conversation analytics company with \$40M in annual revenues and 130+ employees.

Team: 3–4 Direct & 60+ Total – \$18M Annual Budget – Directly Reported to CEO – Product Development & Engineering

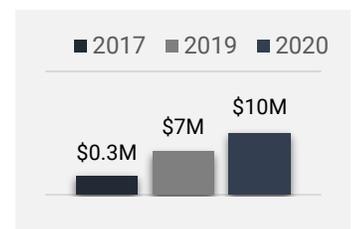
Following a major acquisition in 2014 and shift in product engineering focus, recruited by the board of directors to build highly competitive engineering teams and cultivate an innovation-focused culture. Inspired product development excellence and formalized innovation and product development processes to position organization as a leader in marketing technology and analytics. Safeguarded systems, tightened controls, and improved system availability and reliability.

Scaled company for a profitable exit: In 2021, DialogTech was acquired by its primary competitor in the enterprise call analytics market, INVOCA.

Established and grew offshore team to 12 engineers and QA resources (25% of onshore capacity): Offshored development and QA to expand development capacity, improve throughput, and allow increased rate of experimentation and innovation across product lines.

Broke down silos to strengthen collaboration and trust between sales, product, engineering, and operations teams, fueling a performance-driven DevOps environment.

AI/ML Revenue Growth



Chief Technology Officer • DialogTech *Continued...*

3 direct reports, including VP of Software Engineering, VP of Infrastructure and Security, and Director of Project Management.

Hired top talent, including Director and VP, to improve team effectiveness.

Operations Process Change Impact



Overall revenue grew at 5% CAGR with new products growth at 209% CAGR in 2020:

- Defined and delivered IT roadmap that garnered lead position in enterprise market.
- Migrated services from data center to AWS and employed a services- and microservices-based architecture.

Revved up the innovation engine, leveraging artificial intelligence (AI) and machine learning (ML) technologies to launch flagship product, DialogAnalytics Pro.

- Grew DialogAnalytics Pro to a \$10M line of business.
- Launched the first ML products that automatically categorized calls for improving lead generation and marketing optimization.
- Shepherded consolidation of 2 platforms, integrating all aspects of people, processes, and technology.

Secured the first PCI compliance, demonstrating data security commitment to clients:

- Received report on compliance (ROC) and attestation of compliance (AOC) covering all products and services.

Software development process maturity impact: Improved product quality, reduced cycle times from 2 weeks to 1 week, and improved overall throughput/delivery rate by 30% annually.

Technical Advisor • Journera – Chicago, IL • March 2015 – July 2015

A B2B travel start-up cross-supplier and cross-travel industry data aggregator.

Advisory role: Product, organizational, and process design, as well as technical architecture of platform.

Company raised \$9M in series A funding based on consulted technical, product, and business strategy.

Chief Technology Officer • Rewards Network – Chicago, IL • July 2014 – January 2015

A merchant cash advance and marketing services company with \$80M+ annual revenues and 275+ employees.

Team: 4 Direct & 50+ Total – Budget Management – Business Transformation – Enterprise Architecture Modernization

Hired initially as a consultant and advisor to CTO, joined as a full-time CTO within a few weeks. Capitalized on large-scale B2C platform and product development expertise to move the organization's transformation agenda forward.

Delivered Innovations to increase revenue:

- Spearheaded the rollout of 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.
- Improved dinner experience and conversion rates via redesigning mobile application features.

Employed Agile and Scrum approach to improve throughput and build reliability, maintaining PCI compliance.

Chief Technology Officer • Analyte Health – Chicago, IL • September 2010 – January 2014

A condition-specific online physician's practice providing full patient services.

Team: 4 Direct & 18+ Total – IT Leadership – Product Development – System Availability & Reliability – User Experiences

Provided technology leadership and strategic direction to teams in driving efforts to expedite product development process and improve system stability, as well as increase throughput, quality, and team effectiveness. Ramped up enterprise architecture in alignment with third-party system integrations. Enabled 2 major business model evolutions to position Analyte Health at a strategic advantage.

Triggered an upsurge in the weekly per-developer output by 2X+, along with enhanced quality.

Grew revenue from \$1M in 2010 to \$15M in 2013.

Set the standard for sensitive patient data protection by adhering to HIPAA compliance.

EARLY CAREER HISTORY: CTO/VP of Technology • Viewpoints Network, later Power Reviews • 2006 – 2010

Chief Internet Architect and Vice President of Software Engineering • Orbitz, LLC • 2000 – 2006

Other Consulting and Team Lead roles • 1992 – 2000

EDUCATION & CERTIFICATIONS

Bachelor Of Science: Business Administration & Marketing (Highest Honors) • University of Illinois at Urbana-Champaign

SELECTED MEDIA & PUBLICATIONS: Panelist – The Corporate/Leisure Blur & TravDex 2002, Dallas, TX | "Jini Enabled Service-Oriented Architecture: A Low-Cost Alternative to Enterprise Java Beans," Java One, San Francisco, CA, 2004 | "Evolution of Open-Source Software at Orbitz," JBoss Open-Source Conference, Chicago, IL, 2005 | Are You Open to Open Source? – InformationWeek Fall Conference, September 2003, Tucson, AZ | Conference Re-cap Interview – TravDex 2005, Dallas, TX | and several others.