

Steve Howe

CTO | Technology Executive | Engineering Leader | Product Designer

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EXPERIENCE

ONNIT • Austin, TX • *CPG and influencer brand in DTC & B2B* • Acquired by Unilever, April 2021 **Dec 2015 - Present**

Chief Technology Officer (Jan 2020 - Present)

- Officer responsible for all software development, sustaining engineering, Information Technology and MSP teams; conducting strategic planning, talent recruitment, vendor evaluation, contract negotiation, policy and process refinement, program management, budget forecasting, mentoring and executive sponsorship.
- Represented all IT during an acquisition by Unilever, including due diligence, architecture and security reviews.
- Executive sponsor and IT lead of a NetSuite ERP implementation across 4 sales channels and two 3PLs, covering vendor selection of consulting firms including SOW negotiations and contractor mgmt, migrating item master and inventory mgmt systems; resulting in increased COGS accuracy, integrated purchase orders / transfer orders / RMAs / item receipts, expanded Celigo integration layer, and better automation and business process.
- Proposed CRO tests, first-party data collection tools, and DTC personalization including Amazon Personalize ML recommendations and personalized rankings, resulting in +12% add to cart events and increased conversions.

Vice President of Technology (Dec 2017 - Jan 2020)

- Executive Committee member responsible for all software development, SaaS strategic planning, integrations, managing contractors, and project execution while partnering closely with Marketing, Finance and Operations.
- Launched a new Amazon FBM/FBA integration and personally managed the Amazon sales channel resulting in \$1.2M sales in the first 6-months; followed by delivering a MarTech solution that gained 53% of target Amazon customer emails for direct marketing while simultaneously increasing Amazon review ratings from 3.2 to 4.75.
- Proposed strategic plan, wrote requirements and led implementation of a large DTC subscription program redesign comprised of 16 releases including new legal terms, pricing model changes, UI/UX improvements, a dunning mgmt strategy with cancellation wizard and machine learning rebilling model, resulting in decreased voluntary and involuntary churn rates, increased MRR by \$925k, and increased annual revenue by \$11M.
- Designed a high-margin DTC digital product platform, Onnit Fitness, with internal CMS and CRM integration.
- Launched a central BI solution, Amazon QuickSight, resulting in new business insights and empowered users.

Director of Software Development (Dec 2015 - Dec 2017)

- Led a diverse team of frontend, backend and DevOps engineers, responsible for SDLC, technical requirements, process creation, performance reviews, resource allocation, technical project mgmt, interviewing and hiring.
- Created Jenkins CI and AWS cloud computing infrastructure, integrated APM solutions, resulting in highly-scalable apps to support a 45% YoY DTC sales growth during Black Friday / Cyber Monday.
- Built numerous EDI integrations with national B2B retailers across leading EDI providers like SPS Commerce and Genius Central, resulting in automated efficiencies in purchase orders, fulfilments, inventory and invoicing.
- Directed extensive integrations with leading MarTech, ERP and SaaS platforms including HubSpot, Marketo, JIRA, Confluence, ID.me, ShipStation, SkuVault, Slack, Vimeo, Avalara, PayPal Braintree, Kount and Oracle NetSuite.

GENERAL MOTORS • Austin, TX • *Ride sharing technology division (InterSys Consulting)*

Aug 2015 - Dec 2015

Senior Software Engineer, Consultant

- Senior engineering consultant responsible for rapid development of the GM car sharing app Maven across website, iOS and Android platforms, using extensive Zend RESTful APIs, Angular and remote vehicle controls.
- Collaborated with a wide range of product owners and business stakeholders on requirements, led software design sessions, performed technical interviews and new hire trainings for an actively growing team.

MATTERSIGHT • Austin, TX • *Behavioral analytics SaaS* • Acquired by NICE, April 2018

May 2011 - Aug 2015

Senior Software Development Manager — Predictive Behavioral Routing (Feb 2015 - Aug 2015)

- Architect and Product partner responsible for a predictive behavioral analytics SaaS solution targeting the Fortune 50 enterprise market, resulting in a first-of-a-kind product which directly led to an acquisition by NICE.
- Managed engineering team, provided estimates, performed technical project management and project delivery.

MATTERSIGHT • (continued)

Senior Software Development Manager — Analytics (May 2011 - Feb 2015)

- Led a talented team of engineers designing near real-time analytics software of VoIP calls, desktop events and text, partnering closely with R&D, Product Development and BI while managing projects in Scrum and Kanban.
- Performed extensive SQL database modeling, API design and Jenkins CI pipeline creation for back office desktop analytics, online education analytics, and feature extraction for predictive analytics using the R language.
- Broad management duties included interviewing, training, mentoring, performance reviews, resource allocation, and technical project management to transform strategic objectives into tangible SaaS products.

ELOYALTY CORP • Austin, TX • *Contact center technologies* • Acquired by TeleTech, Mar 2011 **July 2008 - May 2011**

Senior Software Engineer

- Responsible for the design and development of enterprise data analytics software for the Fortune 500, utilizing Agile practices, performing security vulnerability and peer code reviews, and assisting with hiring and training.
- Created a Domain Specific Language (DSL) for linguistic analysis of telephony calls to extract metrics like personality, distress, and customer satisfaction, resulting in increased accuracy and reduced SaaS delivery time.
- Designed an interactive UI manager of PHPUnit unit tests for 1+ million lines of codes to improve Dev efficiency.

CHRISTUS ST. VINCENT REGIONAL MEDICAL CENTER • Santa Fe, NM • *General hospital* **July 2006 - July 2008**

Systems Analyst, Web Developer

- As the sole Web Developer among 1,700 employees, responsible for relaunching Internet and Intranet sites, serving leadership roles on the IS Process Improvement Team, Forms Committee and Intranet Advisory Board.
- Built numerous custom web apps to solve healthcare, quality and process challenges, successfully translating business requirements into technical solutions for diverse teams like Emergency Services, Finance and Security.

CHRISTIE'S GREAT ESTATES • Santa Fe, NM • *Luxury real estate advertising* **Oct 2005 - July 2006**

Webmaster

- Web Developer and Administrator responsible for 3 luxury real estate websites with a \$5M median list price, thousands of online property ads, property management UI/UX design and custom ad performance reporting.
- Performed vendor selection and custom implementation of an IT ticketing and project management solution.

MORRIS SURVEYING ENGINEERING • Santa Fe, NM • *Land surveying, civil engineering* **Aug 2004 - Oct 2005**

IT Specialist, CAD Technician

- Led the technology split-up of a well established engineering firm into multiple standalone businesses.
- Designed and developed a custom desktop software database and application for tracking all CAD projects.
- Leveraged Trimble Terramodel and AutoCAD to deliver numerous land surveying and civil engineering projects.

EDUCATION

FORT LEWIS COLLEGE • Durango, CO • AACSB Accredited **2000 - 2004**

Bachelor of Arts Degree • Magna Cum Laude

- Computer Science Information Systems (major)
- Business Administration (minor)

VOLUNTEER EXPERIENCE

WE ARE BLOOD • Austin, TX **June 2010 - Aug 2012**

Donor Recruitment — Community Outreach

- Blood donor recruitment and community outreach coordinator for over 20 mobile blood drives.