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| |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Lisa**  **Walsh**     |  |  | | --- | --- | |  | lisa.walsh78@gmail.com | |  | 585-750-7409 | |  | Pittsford, NY 14534 | | A picture containing icon  Description automatically generated | [www.lisa-walsh.com](http://www.lisa-walsh.com) | | | Core StrengthsPeople DevelopmentLeading ChangeAchieving ResultsContinuous LearningContinuous ImprovementEmpowermentProcess GovernanceInfluencingTechnical SkillsAdobe Journey OptimizerAdobe AnalyticsAdobe Experience PlatformAdobe TargetAdobe Campaign ClassicAdobe LaunchC# .NetInformixVB.NETAzure DevOpsJavaScriptMS Visual StudioSQLC/C++SQL ServerSSISOracleAzure DevOpsSoftware Development Life CycleAutomated TestingPage Object ModelEducationState University of New York at BrockportClass of 2001*Bachelor of Science*: Computer Science, Software Development, MathematicsGPA: 3.23 | | |  | | --- | | **Professional Summary**  **It/MArTech LeaderERSHIP**  Leader applying skills gained within Software Development, IT Support, Software Testing, and Marketing to innovate process improvements and support the evolution of digital technology and digital experiences for customers on our online platforms.  Continuing my passion for technology and leading others on a new process and tool within Marketing by driving change while establishing and executing a strategy to improve our customer’s experience through our digital channels. | | **Work History**  **WORK HISTORY**  **Wegmans Food Markets** – **Marketing Technology Manager** *03/2021* - Present Led Marketing initiative to integrate a customer data platform in 90 days and to begin automated personal journeys to customers through omni- channel activation Instantiated new QA processes within the Digital Execution team to ensure releases from our InstaCart partner had no impacts with our customer facing technologies that we integrate with Worked on several process improvement initiatives including capacity planning within the team   * Manages and leads a team on all digital execution tactics within marketing * Liaison between marketing and IT initiatives * Supports business with new digital experiences for customers within on our eCommerce website and mobile apps * Partners with Adobe to ensure technologies are being used to their fullest potential as to enrich our customer’s experience through digital channels * Manages professional services spend and outsourcing of work * Manages QA strategy for digital tactics   Wegmans Food Markets - Software Quality Manager  07/2016 - Current  IT Leader who saw an opportunity to achieve more test coverage at an increased speed with reliable and consistent results through automated scripts.  With the industry moving towards faster release cycles and high demand for quality, moving towards automated testing to replace manual testing was inevitable.  Gaining leadership and team buy-in to lead this change in our organization with a strategy which outlined   * Transitioning the team from manual to automated testing * Educating the current team on appropriate skills to automate * Creating new test engineer roles in the IT department * Growing the team from seven resources to thirty * Embedding resources within development * Defining new best practices, tools, and processes around testing * Defining metrics to continuously improve and measure quality as a whole * Partnering with Dev Ops and Development to move continuous testing through automation into release pipelines   + Backend   + Frontend * Identified, proposed and executed a cost savings opportunity to save the company over 500k annually on resource staffing * Reorganizing the team to meet the need of the business   Wegmans Food Market - ITSS Team Leader  06/2015 - 07/2016  Led a team of people who supported issues called into the IT support center with a goal to achieve customer’s first call resolution 15% of the time  Gained experience on developing and managing a team of people while coordinating critical incidents to the business and engaging appropriate IT teams to resolve the issue  With previous relationships built as a software developer, I established review sessions of software being released prior to its release date to ensure the team’s success in supporting and resolving issues called in post release   * Setup automated reports for teams within Wegmans through remedy analytics * Worked as Critical Incident Coordinator to bring appropriate development teams together to troubleshoot and resolve critical software incidents * Published updates to Wegmans organization on critical issues * Educated team on new applications moving into production to ensure any issues reported were handled successfully * Established reporting standards for incidents * Implemented chat messaging within the support center to allow customers another avenue to report incidents   Wegmans Food Markets – Special Assignment, Store Operations  Rochester, NY  •  03/2015 - 06/2015  Given a unique opportunity to gain insight on Wegmans store operations, I spent three months rotating through all the departments within our store to get a view into our store operations. One wee was spent with our restaurants Amore, Burger Bar, and Next Door.  Using my technology background, I was able to give suggestions on possible technology opportunities within our stores.  Wegmans Food Markets - Sr. Programmer/Analyst  12/2012 - 03/2015  Wegmans Food Markets - Programmer/Analyst  09/2009 - 12/2012  Frontier Communications Corp - Sr. Programmer/Analyst  05/2009 - 09/2009  Mindex Technologies, Harris RF Communications - Programmer/Analyst 11/2007 - 05/2009  Mindex Technologies, Xerox - Programmer/Analyst 02/2007 - 11/2007  Wegmans Food Markets - Programmer/Analyst  06/2005 - 02/2007  Impact Technologies - Sr. Software Engineer  06/2001 - 06/2005 | |  | |

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