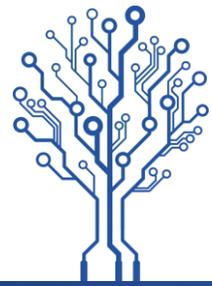


Reed Whitman

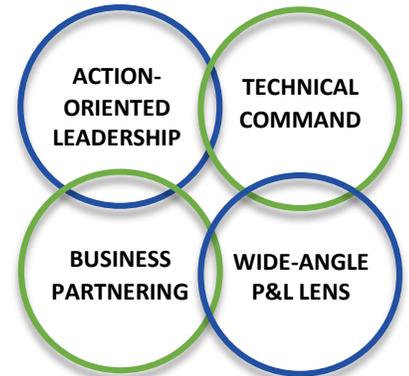
Chief Business-Led Technology Officer

New York, NY • reed.whitman@email.com • 555-555-5555 • LinkedIn



Business Intelligence & Big Data Pioneer • Stanford MS–Computer Science • Sloan MBA
CTO of a \$10B industry pacesetter, at the helm of initiatives with competition-crushing impact

- **Silo-slaying the way to the holy grail of business–technology alignment:** Quickly grasps goals and processes to offer a full kaleidoscope of innovation opportunities.
- **Achieving the art of the technologically possible:** Wields advanced technology to achieve victories in top- and bottom-line performance and devour market share.
- **Boosting enterprise metabolism by igniting passion for change:** Injects urgency into every corner of the company and rapidly cascades stretch targets for quick wins.
- **Embracing full bottom-line target responsibility:** P&L experienced and prepared to deliver across a broad remit of business and technology transformation needs.



UNIQUE PROMISE OF VALUE

Strategic CXO Partnering • IT & Digital Transformation • Business Process Improvement • High-Growth Strategies
Business Intelligence • Big Data • Machine Learning • Artificial Intelligence • Strategic Influence & Buy-In
Innovation Leadership • Change Management • Cross-Functional Bridge Building • Customer-Oriented Solutions

PROFESSIONAL EXPERIENCE

A&Z WEAR *Goliath of fast fashion and flagship brand of Nasdaq-listed XYZ Group | \$10B revenue | Staff 20K | 2.5K stores*

CHIEF TECHNOLOGY OFFICER (2014–2018) • SVP, INNOVATION & TECHNOLOGY (2010–2014) | New York, NY

Scale: Stretched \$100M spend and steered teams of up to 12 direct and 230 indirect reports during tenure with company.

Forged communicative relationships with senior leaders to profoundly understand pressing challenges and legacy processes. Developed change blueprints spanning core pillars of the business, prioritizing highest-ROI opportunities.



- **Conceived of an end-to-end techno-logistical mechanism** leveraging big data that left competitors scrambling to emulate with minimal success. The cross-functional supply chain strategy minimized inventory, reduced discounting with double-digit profit impact, and boosted impulse buying through scarcity—driving revenues up 130%.
- **Launched a highly reputable technology hub from scratch**, recognized in a companywide speech by the Group’s CEO as “a best-in-class innovation nerve center”. Lured top experts in Artificial Intelligence, Data Analytics, Machine Learning, Virtual Reality, and Augmented Reality, effectively future-proofing the organization.
- **Introduced innovative, product-embedded blockchain technology** to attack counterfeiting, prevent theft plaguing retail operations, and track products from supplier to end purchaser to drive quality improvement.
- **Piloted well-received customer-facing technologies** such as self-checkout, inventory-checking devices, digital dressing room screens, and “click and collect” technology.

“Reed has single-handedly turned our company into an industry juggernaut that is absolutely squelching the competition through scalable technology.”

– Doug Hampton CEO, A&Z Wear

ABC FASHION *Leading brand for leisure and sports clothing | \$1B revenue | Staff 6K | 80 stores globally*

GENERAL MANAGER, IMPULSE LINE (2008–2010) • **SVP, INFORMATION TECHNOLOGY** (2007–2010)

VP, INFORMATION TECHNOLOGY (2005–2007) • **DIRECTOR, TECHNOLOGY STRATEGY** (2003–2005) | New York, NY

Scale: Ran a tight \$10M P&L and maximized resources with up to \$45M spend. Inspired teams of up to 10 direct reports.

Grew through a series of increasingly impactful positions. Ultimately held a dual GM and SVP role and delivered award-winning performance. Brought technology insight to P&L role while injecting business-savvy into the IT function. Formed deep relationships cross-functionally to profoundly understand business pain and alleviate it through technology.



- **Launched and team-built a 24-7 Data & Technology Center of Excellence.** Centralized control over energy usage and security monitoring. Built capabilities to collect and analyze 6M data points daily from 80 retail locations around the world to generate actionable information for strategic leadership decision making.
- **Revamped an obsolete and broken stocking system,** leading to 120% increase in line revenue, decreased discounts, and double-digit profit improvement, earning the GM of the Year Award in 2009.
- **Wielded technology to address crippling inventory challenges.** Implemented ABC4Inventory in just 2 months, decreasing inventory levels by 45% and reducing time needed to plan 185K SKUs to less than 1 hour daily with an estimated 3 pp overall companywide profit impact.
- **Improved customer retention 18%** with the industry’s first-ever online customer service bot that used AI technology to personalize and improve the convenience of the online experience and reduce call center workload.

“Executives across the board routinely seek out Reed’s insight that goes far beyond the technical and deep into the heart of performance maximization.”

– Rich Katz, CTO, ABC Fashion

XYZ IT TECH *IT consulting firm | \$10M annual revenue | Staff 25*

FOUNDER & MANAGING DIRECTOR (1991–2001) | New York, NY

Launched and bootstrapped an IT consulting firm, generating \$10M in annual revenue, building the team to 25 employees, and growing a client portfolio to 350 companies. Negotiated a favorable sale after 10 years in business.



EDUCATION & PROFESSIONAL DEVELOPMENT

MIT SLOAN SCHOOL OF MANAGEMENT (Cambridge, MA)
Master of Business Administration (MBA), 2003.

STANFORD UNIVERSITY (Stanford, CA)
Master of Science, Computer Engineering (BS), 1991
Bachelor of Science, Computer Engineering (MS), 1989

BOARD-LEVEL AFFILIATIONS

Board Member—Tech4Good, 2014–Present. Advise senior leaders on strategy and operations for a non-profit organization dedicated to making technology accessible to underserved youth in New York City.

RESUME STRATEGY

“What makes you unique as a CTO?”, I asked Reed during our branding session. He answered similarly to most of my CTO clients, “I have a strong technology background and an innovative and strategic mindset.” I immediately knew we needed to deconstruct that further, since I had heard it so many times before.

Through lengthy discussion, I came to understand that Reed is not excited by innovation for innovation’s sake, but rather innovation as a means to helping his CXO partners to resolve pressing business challenges within a highly competitive landscape. This means having a solid grasp on the inner workings of the company in order to achieve that illusive “alignment”. Reed spent hours in the evenings poring over detailed process-improvement minutes from departments that he didn’t lead. Simply put, Reed is a Chief “Business-Led” Technology Officer. We agreed that the simplicity of that creatively tweaked headline — as opposed to the usual branding statement about innovation and strategy — would rapidly speak to the business pain of his audience and differentiate him at laser speed from the slew of competitors who all seem to be saying the same thing.

Reed also stood out from the crowd in that he had P&L experience behind him and took full ownership of the bottom-line impact of his actions. We symbolize this with the motherboard-inspired tree icon at the top, representing growth through technology, and further emphasize it in the visual rings at the top and in the summary description.

Since Reed was primarily planning to conduct his search via executive recruiters, I deemed it essential to include a “qualifications profile” which I included in the blue banner at the top. Before getting into any lofty language about his abilities, I wanted to quickly give recruiters the answer to “Why You?”. This strategy quickly relays his prestigious degrees, the scale of his impact, and his unique expertise in BI and Big Data.

Reed was a passionate man, able to bring out passion in both peers and team members. He also took pride in being a powerful change force—not just in his company but within his industry and beyond. Thus, I wanted to depict the “steamroller” in Reed, with language such as “competition-crushing initiatives” and “silo-slaying”, but also his fervor, with phrases such as “Achieving the art of the technologically possible” and “igniting passion for change”.

Reed spent his most recent leadership career in Retail, but a reader can’t immediately tell that from looking at this resume. Being an avid learner and constantly looking for the next big challenge, he was ready to move on from retail, so we didn’t put the spotlight on it and avoided retail-specific language.