

# JUSTIN WEDEL

Marvin, NC

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## INFORMATION TECHNOLOGY AND CUSTOMER EXPERIENCE EXECUTIVE

Seasoned forward-looking technology executive with over 20 years of experience with a strong track record and expertise managing, implementing, and supporting global business, customer support, cybersecurity, and IT portfolios. Expertise in global operations, process designs, SOX compliance, security, customer support business system, cybersecurity, and infrastructure implementations with a focus on aligning technology with business objectives and strategy.

### AREAS OF EXPERTISE

- Enterprise IT Strategy and Development
- Cloud-based Service Development
- Information and Cloud Security
- Infrastructure Design and Management
- Business Application Technologies
- Regulatory Controls
- ITIL / ITSM
- Team Hiring, Building, and Retention
- Driving Operational Excellence
- Mergers and Acquisitions
- Governance Design and Implementation

### PROFESSIONAL EXPERIENCE

#### **VP of IT and Cybersecurity** | PhenomeX (Nasdaq: CELL) – Waxhaw, NC

1/22 – 12/23

- Senior executive, and member of the management team, accountable for the worldwide business application portfolio, internal and cloud-based technical infrastructure, cybersecurity, and IT SOX compliance initiatives. Transformed IT and Cybersecurity into a business enablement organization by devising comprehensive short- and long-term strategic plans and establishing an IT/Cybersecurity Steering Committee to drive targeted technology program investments.
- Delivered a 20% YoY reduction in IT operating expenses by consolidating all IT resources into a centralized organization, eliminating shadow IT, streamlining duplicative services, renegotiating IT agreements, and implementing industry-standard cost control measures.
- Pivotal team member in the organization's M&A team, driving the evaluation, closure, and realization of \$80M annualized synergies through the acquisition of Isoplexes (Nasdaq: ISO). Led the seamless integration efforts of core business applications, infrastructure, cloud, and security operations, ensuring a successful transition and maximizing operational efficiency.
- Promoted to serve as the inaugural executive leader of the global Cybersecurity organization, entrusted with spearheading and overseeing all aspects of security and business continuity operations worldwide.
- Orchestrated the successful launch, implementation, and growth of the organization's inaugural Cybersecurity Program. Collaborated with board members as a member of the audit committee while developing, reviewing, and approving the program to secure organizational investment and establish visibility across the company.
- Spearheaded an initiative to enhance business intelligence by optimizing data infrastructure, frameworks, and governance, ensuring heightened availability, consistency, and cross-system validity. Facilitated collaboration among IT, business teams, and data analysts, elevating data confidence and utilization organization-wide.
- Led the expansion of the organization's Salesforce.com (SFDC) implementation, orchestrating the enablement of Customer Support, Technical Sales, and Field Services operations via the integration of Support and Service Cloud modules and custom Customer Support Portal.

#### **CIO** | Alamo Ridge – Walnut Creek, CA

8/16 – 1/22

- Served as an executive advisor to both public and privately-owned organizations, specializing in IT business alignment, integration, strategic planning, and global technology design. Clients spanned from high-profile startups to multinational corporations, providing guidance on optimizing technology strategies for business growth.
- Empowered clients by strengthening and streamlining their technology portfolio and business operations through the implementation of sustainable and cost-effective technology and operations solutions, resulting in enhanced efficiency and competitiveness.
- Portfolio included premier companies, such as:
  - **Zenefits** – Significantly improved Annual Recurring Revenue (ARR), customer retention and satisfaction levels, while reducing support costs, through the successful implementation of Zenefits' customer enablement platform, CPQ, and billing system (Zuora). Revitalized the Business Technology group by aligning it with Zenefits' short- and long-term business objectives. Repositioned and rebranded the department, recruited top management and staff, and implemented an updated business application portfolio.
  - **Palo Alto Networks** (Nasdaq: PANW) – Designed the global IT infrastructure, including the implementation of data center and application environments. Established the Technical Operations Department to support the organization's Platform-as-a-Service (PaaS) solutions, utilizing a combination of outsourcing models (Rackspace, AWS, S3, Akamai CDN) and insourcing.
  - **Scientific Learning** (OTC: SCIL) – Led the reimplementation of the internal and technical operations infrastructure and application architecture at Scientific Learning, with a focus on their cloud-based Software-as-a-Service (SaaS) e-Learning product offering. Utilized Amazon Web Services (AWS) and S3 for cloud infrastructure.

- **Diamond Foods** (Nasdaq: DMND) – Orchestrated the successful global infrastructure integration for Diamond Foods' acquisition of the Pringles organization from Procter & Gamble, serving as the primary infrastructure architect.

**Member, Board of Directors | Marin Clean Energy – Concord, CA** 12/17 – 12/20

- Addressed climate change by reducing energy-related greenhouse gas emissions through renewable energy supply and energy efficiency at stable and competitive rates for customers, while providing local economic and workforce benefits. Actively served as a member of the Board's Technical Committee, taking an aggressive approach towards board recommendations for all organizational technological needs and enhancements.

**VP of Global IT and Customer Support | Switchfly – San Francisco, CA** 4/15 – 8/16

- Senior executive accountable for global leadership, strategy, and execution of internal and external customer-facing support, applications, infrastructure, security, and technical operations. Successfully revitalized the organization to effectively accommodate a growing year-over-year transactional volume and expanding customer base. Held a pivotal position as a key member of Switchfly's leadership team, responsible for end-to-end delivery of technical and customer support services, with a significant influence on product, development, and sales efforts.
- Promoted to lead the global Customer Support operations, driving the integration of the TechOps and Customer Support departments to establish a unified customer support, intake, and resolution model.
- Achieved a 10% increase in overall customer Net Promoter Score (NPS) and a 20% improvement in platform uptime via the implementation of comprehensive policies and procedures, targeted training initiatives, and automation and monitoring systems.
- Achieved significant cost savings by reducing customer support cost-per-ticket by over \$30 through the successful implementation of a multi-tiered ITIL support model. Took responsibility for the organization-wide rollout of ITIL processes, ensuring standardized and efficient practices throughout the company. Introduced a follow-the-sun global support model, enabling round-the-clock, 24x7x365 internal and external customer and IT support.
- Established a robust Security and Compliance organization with a dedicated focus on safeguarding employee and customer Personally Identifiable Information (PII). Implemented a comprehensive set of tools, policies, and procedures, along with regular auditing and adherence to industry best practices.
- Demonstrated exceptional compliance by passing PCI and SOC audits with zero major deficiencies, further affirming the organization's commitment to maintaining the highest standards of data security and regulatory compliance.

**VP of IT and Facilities | Innovative Interfaces – Emeryville, CA** 12/13 – 4/15

- Executive responsible for global leadership, strategy, and execution of all internal and customer-facing applications, infrastructure, security, and technical operations. Developed and implemented comprehensive short- and long-term strategies that successfully transitioned the IT organization into a collaborative and influential business partner across the entire organization.
- Successfully reduced the overall total cost of ownership of the SaaS platform by 15% and improved customer uptime by 10% through a complete reimplementing of the organization's SaaS hosting environment. Notably, the reimplementing efforts focused on enhancing the performance and reliability of the company's fastest-growing revenue generator.
- Promoted to lead the Facilities organization, assuming responsibility for overseeing all global facilities and asset management operations.
- Influenced overall product development as a key member of the Product Strategy Team. Improved the company's next generation multi-tenant cloud-based product portfolio by influencing the product roadmap and architecture while working with early-stage beta testers to test newly developed solutions.
- Oversaw the end-to-end implementation process of the organization's NetSuite OneWorld ERP and OpenAir PSA systems, ensuring a seamless transition and successful adoption. Led the execution of a full-scale master data management (MDM) process, encompassing all prospect/customer data and entitlements across NetSuite and third-party applications.
- Successfully integrated two M&A transactions within a 4-month period, on time and within budget, including all quote-to-cash, infrastructure, customer operations, and facilities functions as the organization's IT and Facilities M&A program manager.
- Co-founded the Employee Collaboration Council tasked with promoting an environment of greater collaboration, communication, customer focus, and operational excellence throughout the organization.

## **EDUCATION**

**B.A. Business Administration with an emphasis in Computer Information Systems**

California State, Hayward – Hayward, CA

## **COMMUNITY ORGANIZATIONS**

**Councilmember** – City of Walnut Creek, CA – 2012 to 2020 – **Mayor 2018**

**Board Member - Leadership Contra Costa Alumni Association** – Walnut Creek, CA – 2012 to 2022