

CHRIS FEENSTRA

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DIRECTOR OF INFORMATION TECHNOLOGY

Aligning Business Goals with Technology Solutions

Energetic, Creative Information Technology Executive – with extensive experience in aligning business objectives with technology solutions, assembling highly efficient teams, and establishing functional strategies to support enterprise infrastructure and maximize return on investment for technology resources. Building and developing strong teams committed to service and user-experience excellence as well as continuous improvement. Proven history of minimizing costs, increasing reliability, enriching productivity, and driving customer satisfaction.

CORE COMPETENCIES

- Cross-Functional Leadership
- Strategic Planning / Tactical Initiatives
- Solutions Implementation
- Teambuilding / Mentoring
- Technology & Business Processes
- Financial Accountability
- Program & Project Management
- Technology Research / Roadmaps
- Conflict Resolution

PROFESSIONAL EXPERIENCE

Xavient Digital | Lakewood, CO

2017 – Present

A digital IT solutions and software services provider.

Consultant - Program Manager

Responsible for a \$2+ million capital budget and 20 team members comprised of employees, third-party vendors, and offshore technicians. Hired to develop retail kiosk technology for personalized gift cards printed on-demand.

- **Assembled a technology team for a startup** by evaluating the business, patent, technology, overall architecture, procuring 16 resources to ensure solution delivery.
- **Eliminated fraud and reduced costs** by leading a team to design and introduce a proprietary, on-demand gift card kiosk to replace traditional gift card displays.
- **Created a communication stream** between the chief executive officer, chief marketing officer, and chief technology officer for Ideas and Innovations with third-party vendors.

Eliminated
Fraud &
Reduced
Costs

Snowrider Inc. | Columbus, OH

2013 – 2017

A franchised business operation supplying home-based care for elderly and disabled adults.

Owner

Assumed ownership of the organization. Oversaw marketing, public relations, and system administration. Managed billing and payroll as well as 60 clients and 20 staff members.

30%
Improvement
in Quality of
Care

- **100% of postal costs abolished** by restructuring to a non-paper solution and converting to all digital communication.
- **30% increase in reliability and quality of care** achieved for Delaware Senior Services by building a team of caregivers, operations personnel, and marketing employees.

Cornerstone Brands | Home Shopping Network

2015 – 2017

A portfolio of home and appeal lifestyle brands with \$1 billion in annual revenue.

Information Technology Retail Consultant

Managed a \$5 million capital budget and 30 associates. Recruited to invent technology to engage customers and create omni-channel experience while maximizing customer engagement. Mapped store direction, developed and updated technology to support growth, and spearheaded all technology endeavors entailing replacement of all in-store technology.

- **\$1.9 million in estimated savings** realized in five years by executing a credit gateway to minimize credit interchange fees.
- **Chaired the executive-level committee** to guide technology-based conversations, advise leaders, and recommend best practices and priorities.

\$1.9 Million
Saved in Five
Years

- **Enhanced store transaction processes** and customer experiences by establishing new systems, technologies, and processes including point-of-sale (POS) systems for all stores using Oracle xStore, digital signage, mobile technology, and traffic counters while integrating online purchasing and ship-to-store abilities.
- **80% decrease in store transaction time** attained by implementing new technology and business processes.
- **60% boost in first call resolution** reached by centralizing store support for all store-related problems to ensure consistent communication, accommodate for planned store growth, and enable development of a knowledge based for tier-one support.

L Brands (Victoria's Secret, Bath & Body Works, Henri Bendel) | Columbus, OH

A global retailer with operations in all 50 states and the world with \$10 billion in annual revenues and 100,000+ staff.

Director of Application Development | 2010 – 2013

Maintained 24x7x365 oversight of systems for 3,000+ domestic and overseas stores as well as new store implementations including POS systems, mobile applications, and hardware. Managed a \$4.5 million operating / capital budget. Supervised six direct reports, 24 indirect reports, and 20 contractors.

Improved
Customer
Service &
Satisfaction

- **100% adherence to local government requirements** fostered by aligning technology for international growth and ensuring platforms met worldwide requisites in Canada, Puerto Rico, UK, and Hong Kong.
- **Improved customer service and satisfaction** while streamlining operations by instigating a data-mining program to identify and resolve store issues.
- **30% reduction in length of checkout lines** obtained by instituting a mobile checkout system and enhancing efficiency of the POS application through human factor engineering studies.
- **Surmounted challenges with various business priorities** of two entities by facilitating a governance process that aligned the two brands to review all business issues in need of resolution, enhancing visibility across brands and resulting in joint consensus across enterprise priorities and capital projects.
- **15% drop in technology-related problems in stores** during the peak holiday season by working with the technology, call center, business operations, and infrastructure teams to escalate holiday sales while optimizing performance of store technology and by inaugurating annual protocol to test all systems prior to Black Friday.

Director of Enterprise Program Management Office (EPMO) | 2009 – 2010

Cultivated the store systems PMO team and office to support store initiatives. Improved documentation and project update / reporting structure, streamlining PMO, and integrating new protocols to minimize costs and enhance efficiencies. Led a team of three direct reports including the director of store training and development.

- **20% below project budget and on time completion** obtained by instilling cross-project visibility to the PMO and improving communications between business associates and IT teams vying for the same resources.
- **Ensured visibility across all functions** through collaboration with technology teams, operations, IT infrastructure, and the call center to identify projects, milestones, and deadlines to produce and portfolio management process.

Director of Solution Delivery | 2008 – 2009

Formulated and executed the department's annual HRMS strategy. Recommended suitable systems to streamline and grow the organization, partnering with the business on system selection and implementation, and providing key leadership while interacting with HR, IT, and senior management. Oversaw a \$5 million annual capital budget and team of 30 supporting 320,000+ employees across a portfolio of systems, software, and applications.

- **\$750,000 cost reduction generated** by initiating a transition from Taleo recruiting software to PeopleSoft.
- **40% uptick in efficiency and increased staff satisfaction** earned by transitioning teams from silo-based organizations to teams composed of cross-functional business associates and technologists and by dedicating effort and time to employee training.

Additional Experience with L Brands: Senior Applications Manager of HR Technology

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science in Computer Information Systems, DeVry University

ITIL Service Management Training | Senn Delaney Corporate Culture Shaping Training