

## EXECUTIVE SUMMARY

**Team Building:** scaled multiple engineering organizations from 2 to 30 engineers

**Strategic Vision:** Transformed legacy apps into resilient hybrid-cloud architectures for Fortune 100

**Client Relationships:** Grew key accounts from proof-of-concept to multi-million-dollar engagements

## CONTACT

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## LEADERSHIP HIGHLIGHTS

**Cloud & Infrastructure:** Azure, GCP, AWS serverless architectures

**Data & Analytics:** AI/ML platforms, data warehousing, business intelligence

**Software Development:** Microservices, API-driven development, DevOps mindset, Agile methods

## EDUCATION

**Master of Computer Science**  
specialization in data science  
University of Illinois

**Bachelor of Science in Business Administration**, with honors  
University of Alabama  
Dual major: MIS, Philosophy  
Minors: Computer Science, Honors Research

# RJ Cantrell

Technology executive with 10+ years of leadership experience driving digital transformation and building high-performance engineering teams across fintech, retail, and enterprise software. Proven track record of scaling technical organizations, leading cloud migrations, and delivering AI/ML solutions that directly impact revenue. Combines strategic vision with deep technical expertise to align technology initiatives with business objectives.

## EXPERIENCE

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**VICE PRESIDENT OF AI SOLUTIONS, BREAKFALL TECHNOLOGIES**  
Sep 2022 – present Denver, CO

- Led strategic AI initiative for Fortune 100 retail client, delivering advanced market-level sales forecasting solutions to drive pricing strategy and optimize vendor relationships in omni-channel retail
- Spearheaded hybrid cloud migration strategy for multi-location enterprise, resulting in improved scalability while maintaining business continuity
- Designed serverless AI platform to streamline inventory management processes for B2B startup serving small businesses
- Established MLOps pipeline on GCP, reducing model update cycles from weeks to hours and enhancing forecasting reliability

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**DIRECTOR OF SOFTWARE DELIVERY, WINESHIPPING**  
Nov 2021 – Sep 2022 Napa, CA (remote)

- Led global technology organization with distributed teams across US, India, and Ukraine
- Drove post-acquisition technology integration strategy, successfully unifying disparate systems and creating a consolidated data ecosystem in Azure
- Transformed legacy monolith architecture into microservices platform, significantly lowering operational costs while enabling rapid feature delivery
- Championed customer-centric design approach, resulting in streamlined order capture and tracking experience for clients representing 50% of the industry's market share
- Established technology roadmap for data analytics products leveraging shipping manifests to provide unique consumer behavior insights to wine industry partners

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**DIRECTOR OF TECHNOLOGY, KIN + CARTA (now Valtech)**      Apr 2019 - Nov 2021      Denver, CO

- Grew strategic account from single proof-of-concept to company's largest revenue generator, expanding from two-person team to four cross-functional product teams
- Built and led high-performing technology teams for mission-critical applications in heavily regulated industries, including utilities and oil/gas pipeline operations
- Established technical hiring strategy and standards, personally evaluating and onboarding 20% of agency's technical talent
- Delivered enterprise data platform driving operational efficiency for utilities client, contributing to successful acquisition by industry leader
- Managed P&L responsibility for largest client account, consistently exceeding gross margin targets while maintaining exceptional client-satisfaction metrics

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**TECHNICAL TEAM LEAD, SUNTRUST BANKS (now Truist)**      Feb 2014 - Mar 2019      Atlanta, GA

- Led digital transformation initiatives for legacy banking systems, establishing modern development practices within traditional financial institution
- Introduced department-wide DevOps methodology, significantly reducing lead-time and defect rate
- Architected service-oriented platform that enabled rapid product development and improved time-to-market for banking products
- Developed and implemented engineering excellence program, elevating code quality standards across multiple development teams
- Built agile capability within traditional banking environment, creating blueprint for organizational change that improved delivery predictability

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**TEAM LEAD, KABBAGE (acquired by American Express)**      Mar 2012 – Jan 2014      Atlanta, GA

- Architected ML-powered credit underwriting engine that became the core of Kabbage's lending platform, allowing us to lend to underserved communities without relying on credit score
- Led development of scalable data integration platform connecting to 15+ APIs (Amazon, eBay, QuickBooks, social media), creating unique alternative data assets for risk assessment
- Partnered with CIO to develop technical roadmap and vendor strategy
- Established cloud infrastructure strategy and tooling to dramatically reduce operational costs despite increased transaction volume and headcount
- Built and mentored cross-functional product delivery team, implementing agile methodologies that improved DORA metrics and employee satisfaction
- Fostered unique company culture through "release celebration cocktails," creating memorable team traditions that enhanced retention during rapid scaling phase

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**EARLY CAREER HIGHLIGHTS**

- Led enterprise application modernization for Fortune 500 clients across retail, telecom, government, logistics and financial services sectors
- Pioneered mobile application development for retail inventory management system, incorporating direct store-level user feedback
- Architected conversion of mission-critical application supporting billions in revenue from legacy C++ to modern architecture
- Developed early AI/ML implementations for logistics optimization at major telecom provider

**CONSULTING LEADERSHIP EXPERIENCE**

- Managed distributed teams for multiple client engagements at Avanade, a Microsoft/Accenture joint venture
- Served as technical relationship manager for public sector contracts, balancing government requirements with delivery constraints

**NOTABLE ACHIEVEMENTS**

- Implemented computer-vision system delivering \$2.5 million annual savings for manufacturing operations
- Designed custom mobile device platform for field operations on >100,000 devices before widespread smartphone adoption
- Created user analytics framework capturing behavioral insights that informed product strategy
- Regularly delivered technical presentations and demonstrations to C-suite stakeholders