Corey Terrell

Contact information available upon request :: https://www.coreyterrell.com

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PROFESSIONAL PROFILE

- Senior engineering leader with strong business acumen and expertise in architecting and delivering customer-focused, cloud-based digital capabilities, driving efficiency and creating economic impact through innovation

- Servant leader with successful history of staffing organizations with modern, diverse, and effective teams across multiple geographies

- Skilled strategist with master understanding of digital architecture at scale, transforming organizations with thought leadership

- Extensive experience building relationships and influencing business and technical leaders across domains, identifying opportunities for business impact

- Self-starter managing multi-million-dollar blended portfolios of business capabilities (staffing, architecture, delivery, infrastructure, vendor commercial terms negotiation, financials, etc.) in highly regulated environments

- International consulting expertise in Asia, leading architecture and solution design for an enterprise martech modernization at a large financial institution

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EXPERIENCE

VP, Head of Architecture, Digital Technology   03/2024 – Currently

FIS – Jacksonville, FL

- Reimagined and staffed Solution Architecture within the Digital Technology organization as a collaborative community of practice, aligning business strategy with technology capabilities required to deliver outcomes

- Led the charge on modernization and transformation of legacy technology stacks into public cloud-native business capabilities that converge and rationalize the tech footprint to increase speed to market and reduce operational cost and risk

VP, Enterprise Architecture & Data Platforms   08/2022 – 08/2023

Genesys – Menlo Park, CA

- Created vision for, staffed, and launched new Enterprise Architecture practice within IT, aligning business strategy with technology capabilities required to deliver outcomes with a foundational EA framework (process maps, business capability map, maturity and solution evaluation analysis frameworks, engineering standards & patterns, etc.) to drive process rationalization and business transformation

- Simultaneously led the Enterprise Architecture and Enterprise Data and Analytics organizations, delivering data science & AI, engineering, visualization, governance, and change management capabilities aligned toward business value delivery

- Led architecture and engineering design for adoption of cloud-native enterprise data platform capabilities, lowering cost to operate by more than $2M annually

- Executive sponsor of engineer-led cross-functional leadership team tasked with defining and seeding modern engineering patterns, practices, and capabilities (DevSecOps, test driven development, productized APIs and microservices, etc.) to be consumed by product delivery teams across the organization

Chief Architect & Practice Leader, Enterprise Architecture   04/2020 – 08/2022

Pegasystems – Cambridge, MA

- Assembled and launched new client-facing Enterprise Architecture practice offering strategic partnership and thought leadership in driving business outcomes

- Created enterprise transformation, digitization, and cloud adoption programs designed to deliver iterative value with adoption of new product capabilities

- Drove more than $75M in annual business (212% of quota) with large enterprises across financial services, insurance, communications, transportation, healthcare, manufacturing, and government

- Infused engineering acumen and sound architectural practices across domains to express a strategic transformation vision backed with a target state architecture and tactical roadmap to achieve business outcomes

- Led product modernization efforts to drive world-class modern architectural designs utilizing microservices, well designed APIs, and componentized UI

Senior Director, Digital Channel Technology   04/2018 – 04/2020

Ally Financial – Charlotte, NC

- Owned cradle-to-grave software engineering delivery and operation of ally.com, modernizing operations and instilling culture of excellence while increasing delivery velocity across lines of business

- Principal architect and technology strategist for $150M multi-year enterprise digital transformation program to unify customer experiences across multiple channels and eight lines of business, defining reference architecture and solution roadmaps

- Workstreams:
  - Systems transformation featuring customer-first API design
  - Enable scale with decoupled system dependencies via microservices patterns
  - Enterprise customer data and personalization platform
  - Risk-based IAM modernization
  - Componentized & modernized UI stack
  - AI-powered conversational interactions for chat and natural language IVR

- Led solution architecture practice for the digital channel covering 100+ applications

- Key resource for evaluation of emerging technology, capabilities, and potential strategic investment opportunities

Sr. Manager, Digital Technology   08/2011 – 04/2018

Bank of America – Charlotte, NC

- Delivery and operational responsibility for architecture, development, integration, and data management of numerous applications in customer facing digital experiences driving world class customer experiences while reducing $5M in cost

- Devised strategy, architecture, and business case for modern enterprise customer behavior data collection, enabling real time personalization of customer experiences

- Application manager for credit card sales platform; managed datacenter migration and enterprise software platform overhaul reducing downtime events by 50%

- Delivered architecture and software platform powering cross-channel digital marketing journey management with supporting analytics functions

- Technology strategy lead for strategic partnership with China Construction Bank at multiple sites throughout China to build an enterprise marketing technology foundation

Sr. Consultant, IBM Digital Analytics   11/2009 – 08/2011

International Business Machines – Austin, TX

- Led client-facing consulting engagement with Bank of America

- Developed scalable implementation strategy and JavaScript codebase for collection of behavioral interaction data from digital experiences reducing defects by 25%

- Defined strategy and KPIs for deriving business value from collected data

- Managed migration to first-party data collection, driving new insights and enhancing business value, increasing data acquisition rates from 60% to 98%

- Originally part of Coremetrics Inc. which was successfully acquired by IBM in 2010

Sr. Product & Application Engineer   10/2008 – 06/2009

NexAira – San Diego, CA

- Lead customer-facing sales engineer, consulting on application & implementation

- Defined electrical, mechanical, and feature designs for Linux-based wireless router products and accessories

- Created product strategy for suite of devices to share mobile Internet connectivity

- Developed test process and external contracts for hardware and software validation

- NexAira ceased operations in 2009

Global UI Test Manager, Test Program Engineering Lead   09/2004 – 10/2008

Kyocera Wireless Corp. – San Diego, CA

- Global leadership of 75+ person test team in San Diego, Bangalore, and Nizhny Novgorod

- Managed all software test, product certification, and customer acceptance test activities in accordance with requirements and international standards

- Designed and validated software for device to share mobile Internet connectivity

- Developed internal test processes to facilitate meeting dynamic organizational goals

- Lead developer of web-based test management platform

EDUCATION

Stephen F. Austin State University   May 2004

Nacogdoches, TX

- BA, Communication