# ANDREW DROOKER

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## PROFESSIONAL PROFILE

Forward-thinking senior technology executive with expertise in delivering innovative technology solutions and business strategies that drive revenue growth and improve the bottom line. Highly effective in conceptualizing, creating, and directing the implementation of enterprise-wide digital transformations that reduce expense, enhance system performance, and heighten the customer experience. An engaging and hands-on leader able to influence decision-making, empower high-performing teams and build collaborative relationships with internal and external stakeholders.

## CAREER HIGHLIGHTS

- Implemented a global CRM Sales System (15 languages, six continents, and 55,000 desktops) for UPS, which delivered estimated savings of $350M in the first year of full deployment.
- As the Senior Director of Emerging Platforms, Technology & Innovation at The Weather Channel; generated $40M in three months by pioneering "Weather-in-the-Cloud™" and "A Touch-of-Weather 2.0" cloud-based products that directly provided personalized weather forecasts to consumers' mobile, desktop, and cloud calendar applications.
- Increased The Weather Channel's targeted advertising revenue by 45% by utilizing consumer social networking data to develop and deploy statistical models: SPSS, SAS, AZURE, AWS, Hadoop, SQL, Tableau, Excel, MySQL, and Azure.
- During my tenure at CNN, aggressively developed and introduced new technologies that enabled the network to provide live-breaking and continuous coverage of such events as 911, the Gulf War, and the OJ Simpson trial.

## PROFESSIONAL EXPERIENCE

**GEM SHOPPING NETWORK (GSN),** Atlanta, GA                                                          **2020-present**
*Linear network for luxury jewelry customers.*
**Head of Technology**
Recruited to leverage extensive linear network and technology background to instigate a digital transformation to drive revenue growth. Serve as a key member of the senior leadership team, providing a technology perspective to the development of the company's direction and objectives. Oversee all technology and infrastructure needs of GSN to ensure 99.99% uptime of critical operational systems in support of the 24-hour studio and sales operation on a multi-platform marketplace. Built and continue to manage a team of 10 IT professionals. Report directly to the CFO, providing updates on technology projects.

- At the onset of the COVID pandemic; architected, built, and implemented the Virtual Desktop Initiative (VDI) that enabled 75% of the company to work from home with no additional company or employee expense, ensured staff safety, and provided information security.
- Rearchitected the technology deployment during COVID to move business processes to Cloud technology, which was instrumental in positioning the company for acquisition.

**FISERV,** Atlanta, GA                                                                                **2020**
VP – Technology Delivery for Credit Union
Directed operational support, solutions engineering, and GIO portfolio management for one of the largest business verticals at First Data, a wholly-owned subsidiary of Fiserv. Led a 65-member team, reporting directly to the CIO. Collaborated with multiple DevOps teams in numerous business segments regarding large mid-range and mainframe platform transaction processing solutions that ran on multi-tier architectures as SaaS.

- Delivered net savings of over $10M in one year by initiating, conceptualizing, and managing the execution of a major consolidation that integrated 56 primary and secondary data centers into 24.
- After the Federal Stimulus funds were released; designed and launched a new mobile application, enabling 200+ credit unions around the country to provide additional services to over 10 million customers within two weeks.
- Within the first month in the job, saved the company over $5M by independently transitioning over 200 client-facing secure websites from in-house hosting to a private cloud Azure model.
- Developed and implemented IT controls that ensured a Sarbanes-Oxley-compliant environment, enhanced all processes and procedures in the SDLC, and enabled proper documentation under established SOX protocols.

**PEACHCAP,** Atlanta, GA                                                                                            **2018-2019**
**CTO**
Based on extensive IT infrastructure and security background, recruited to manage all aspects of IT; including hardware and software controls, supervising the technology staff, and preparing and controlling the technology budget. Provided guidance for technology acquisitions and the development of standards and procedures. Reported to the President and worked directly with the SEC for security and certification.
- Cut costs by more than $75K annually by initiating and overseeing an IT migration to a complete virtualization initiative, consolidating all functionality onto two fully mirrored sites.
- Drove $200K+ in savings by utilizing various cloud-based technologies to automate numerous labor-intensive daily tasks, allowing account executives to securely access client account positions in a real-time manner.

**UNITED PARCEL SERVICE (UPS)**, Atlanta, GA                                                          **2013-2017**
**Director of Global Applications for Development and Innovation**
Hired to bring out-of-the-box thinking in leading a global team of 60 FTEs and 100 offshore resources including architects, developers, and QA staff who were responsible for developing, implementing, and deploying quality technical solutions across all UPS operations. Reported to the CIO. Managed resource allocations and served as a senior mentor to staff. Guided component and data architecture design, technology planning, and testing of application development initiatives.
- Built an internal social media platform based on an "employee exclusive" secure private cloud, which enhanced communications amongst 500,000+ global employees and drove annual savings of $12M+ when fully implemented.
- Created a statistical model applying customer data and Big Data methodology, that increased adoption rates of digital product offerings and improved utilization of social media platforms for the delivery of services and communication.
- Shifted a historically Waterfall culture to Agile/Scum Methodology; which improved workflow, heightened team performance, and reduced the development life cycle.

**THE WEATHER CHANNEL**, Atlanta, GA                                                                  **2006-2013**
**Senior Director of Emerging Platforms, Technology & Innovation** (2009-2013)
Led a 35-member team in designing, developing, and deploying all new technology and platform initiatives for both digital (www.weather.com) and broadcast networks (The Weather Channel), including delivery on OTT/CTV/Mobile Platforms/SSAI/DAI, DSP/SSP, and SEO. Spearheaded all integration processes following Mergers & Acquisitions.
- Established a strategic partnership between The Weather Channel and First Data that allowed streamlined backend processing of e-commerce transactions and increased customer satisfaction in overall customer experience by 25%.
- Captured $2M in annual savings by developing the company's first VDI//VSI infrastructure.
- Created a new $8M annual revenue stream through the development of the first cloud-based historical weather data service that was adopted by 100,000+ companies to advance informed decision-making.
- Reduced opportunity costs by 35% by introducing Microsoft Dynamics and Salesforce systems to the Ad Sales Group.
- Created an innovative gaming initiative with 12 primary games, producing estimated annual revenue of $25M.

**Director, Operations, Infrastructure, Mobile Development, Shared Services, Business Applications, and Emerging Platforms** (2006-2009)
Managed a 55-member cross-functional team, accountable for all technology, front-end, back-end, and back-office for www.weather.com, the 3rd most viewed consumer website including 1000+ front-end servers which processed an average of 50+ million page-views daily to desktops and mobile devices globally.

**Held positions of increasing responsibility at CNN, culminating in VP, Network Systems Architecture & Innovation.**

## EDUCATION

**Master of Advanced Study (MAS); Data Science; MIT Sloan School of Management;** Cambridge, MA
**BS; Computer Information Systems; Georgia State University;** Atlanta, GA

## AREAS OF EXPERTISE

Enterprise Software/ ML/ SAAS/ DRM/ Strategic Partnerships/ Innovation Management/ New Media/ VOD/ Digital Asset Management/ Adobe Cloud/ Innovator Product Placement/ Web Metrics/ Streaming Media