

# Brian Wald

Traverse City, Michigan 49684

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## Solutions Architect and Digital Business Strategist

*Passionate technology expert with a proven history of delivering highly effective solutions*

### AREAS OF EXPERTISE

- **Strategic and Tactical Leadership:** Repeated successes in proving sound and prudent direction to a team responsible for the development of solutions to complex problems.
  - **Solutions Architecture:** Skilled in translating client requirements into a technological application capable of addressing the client organization's needs and resolving recurring system and process challenges.
  - **User Experience Design:** Exceptional ability to enhance user satisfaction through useful improvements in the usability, accessibility and efficiency delivered by a new application or a better version an existing one.
  - **Product Management:** Proficient in all stages of product conceptualization, forecasting, design, development, and deployment. Proactive in engaging into collaborative efforts with different organizational departments.
  - **Front-end Engineering:** Equipped with hands-on experience in assessing the technical requirements for a given project, identifying main costs involved with the execution, and evaluating the potential risks.
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### PROFESSIONAL EXPERIENCE

Acquia, Inc., Traverse City, Michigan

#### **Solutions Architect Manager (2016 – Present)**

Accountable for providing the tools to aid the field team towards successful pre-sales engagement. Provide leadership to a team of 45 Solutions Architects. Partnered with the Product, QA, and Marketing teams to align the overall company objectives in the sales process. Deliver data-driven feedback on performance and strategic direction for future developments.

#### **Key Achievements:**

- Designed and implemented the Internal Demo Framework that increased the ability to demonstrate the technical win in the sales cycle by 120% YoY for 3 consecutive years.
- Successfully increased the overall average deal size by 20% through demonstrating the value of our products by developing an overall platform framework.
- Developed the architecture strategy and executed project management for large-scale Proof of Value evaluations.

Acquia, Inc., Portland, Oregon

#### **Solutions Architecture Demo Team Lead (2015 – 2016)**

Managed the engineering team tasked with the development of the internal framework for demonstrating Acquia products and Drupal capabilities. Collaborated with field Solution. Architects and Sales to design and create a

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proof of value for prospective customers, allowing for product demonstrations that address their business needs and objectives.

## **Key Achievements:**

- Built a prototype featuring the necessary tools that demonstrate implementation requirements and act as incubators for future products or open source projects for Drupal.
- Increased the velocity to create custom demonstrations from an average of 3 days to 3 hours.
- Principal front-end developer that led all the technical and design strategies for all internal applications.

Acquia, Inc., Portland, Oregon

## **Solutions Architect (2013 – 2015)**

Directly interacted with potential enterprise customers. Determined the complexity of customers' digital ecosystem. Drove technical conversations around Acquia products and its benefits to improve efficiencies across the user's platform. Channeled critical field feedback on customer requirements to the sales organization and internal product engineering.

## **Key Achievements:**

- Key contributor of input and concept ideas towards the next generation products and service offerings.
- Consistently and exceeded the annual product goals.

Janrain, Inc., Portland, Oregon

## **User Experience Engineer (2013)**

Designed and built interactive components to allow seamless user experience across all the company platform and clients sites. Conducted user experience research studies with customer facing products.

## **Key Achievements:**

- Reduced overall time to market for new property assets by 25-30%
- Standardized interaction patterns and brand consistency by launching the Internal Style Guide Toolset
- Implemented application design and interaction in collaboration with the Product and Product Engineering Teams.

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## **ADDITIONAL EXPERIENCE**

**Interactive Technology Manager**, Spirituality & Health Magazine Ann Arbor, Michigan

## **Key Achievements:**

- Created the front and back-end system using open source CMS, Drupal.
- Increased online readership by 60% and sponsor support by 20% through strategic marketing initiatives.

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**Interactive Media Director**, Pryor Design Co., Ann Arbor, Michigan

Key Achievement:

Positioned clients' projects online to develop significant web presence by implementing information architecture and user-interface

**Web Developer**, Intel Corp, Hillsboro, Oregon

Key Achievements:

- Deployed the Channel Reseller Customer-facing Portal by applying strategic architecture, design and content.
- Improved conversions through analytics and tracking tools to aid performance audit, as well as new information architecture.

**Web Developer**, Oak Tree Digital, Portland, Oregon

Key Achievements:

- Developed and managed multiple clients' projects to meet project timelines and milestones.
- Simplified client systems and rebuilt existing ones to better address their needs.

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## EDUCATION AND TRAINING

Portland State University, Portland, Oregon  
**Philosophy, Economics, 2008 - 2010**

Western Michigan University, Kalamazoo, Michigan  
**Philosophy , 2005 - 2006**

— **Certifications** —

Scrum Product Owner - ISI - License 17455846198368

— **Speaking** —

SCORE - Technical Leadership 2016

The State of the Frontend - DrupalCon Amsterdam 2014

My Brain is Full: Keeping pace with Frontend and UX Innovations - DrupalCon Austin 2014