James Finn   Sr. Technology Architect   www.jimfinn.name

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Summary

Experienced senior solutions architect with a demonstrated history of working in oil and gas, mechanical and industrial engineering, manufacturing, life sciences, finance, healthcare, marketing, and technology industries. Strong marketing professional skilled in computer science, mathematics, probability and statistics, digital marketing, marketing automation, databases, web design and development, web multimedia, audio engineering, video productions, programming, and full-stack development.

Areas of Expertise

- Adobe Maketo Engage - Marketo
- Adobe Real-Time Customer Data Platform (RT-CDP)
- Adobe Experience Platform (AEP)
- Adobe Experience Manager (AEM)
- Adobe Journey Optimizer (AJO)

Industries

- Manufacturing
- Life Sciences
- Finance
- Technology
- Health Care
- Marketing

Work Experience

Cognizant [October 2021 – May 2024]

Sr. Technology Architect / Solutions Architect / Senior Manager

• Technical Expertise: Design, develop, and implement scalable and efficient architectural solutions for complex business requirements across diverse platforms and technologies.

• Systems Integration: Integrates various enterprise systems and third-party applications to create seamless data flow and improve operational efficiency.

• Collaboration: Works closely with cross-functional teams, including developers, engineers, and project managers, to deliver high-quality solutions that align with business goals.

• Technical Leadership: Guides and mentored junior team members, fostering a collaborative and innovative environment to drive success in projects.

• Project Management: Leads projects from conception to completion, ensuring adherence to timelines, budgets, and quality standards.

• Documentation and Best Practices: Develops comprehensive documentation and architectural blueprints for systems, adhering to industry best practices and company policies.

• Problem Solving: Analyzes complex technical challenges and proposes innovative solutions to improve system performance and user experience.

• Security and Compliance: Ensures solutions meet security and regulatory compliance standards, safeguarding data, and systems against potential threats.

• Stakeholder Engagement: Communicates technical concepts and architectural plans effectively to non-technical stakeholders to gain buy-in and drive successful project execution.

Selected Relevant Project Experience - Cognizant

U.S. Bank – Digital Marketing Support [October 2022 – March 2024]

Digital Marketing Technology Business Analyst – Pivotal role in developing next-generation digital marketing capabilities. Defined business requirements for highest-priority user experiences and customer journeys in collaboration with the marketing and product strategy leaders while helping guide delivery of each solution by marketing, analytics, and IT teams. Understanding digital funnels and customer experiences and viewed as the team's go-to expert for holistic system design and data flows.

Built and continually improved relationships with marketing and product leads to understanding their objectives. Translated the needs of the business into solution approaches. Documented essential requirements for customer journeys, experiences, and marketing campaigns. Raised teammates' consciousness of requirements to assure unified understanding of the mission and how to execute it. Work with digital marketing product owners, scrum master, and teammates to reflect solution requirements in clearly written epics, features, and stories that populate the team's backlog. Tracked progress of team through the delivery process and assured traceability of all deliverables back to the goals and objectives of the business. Collaborated with technical architects, software engineers, and business owners to develop effective QA and user acceptance test plans and optimize outcomes.

Analyzed new ideas and changes from the business and delivery teams to assure successful change management and align the needs of bank teams, the bank as a brand, and its customers.

U.S. Bank – Unica to Campaign Migration [March 2022 – July 2022]

Principle Architect - Technology Architect role in adobe campaign experienced in the process of communicating functional requirements to development teams, translating campaign objectives and goals into an executable campaign, and the ability to build and maintain strong productive partnerships with business stakeholders and IT shared services teams. Designed test plan quality control processes for the adobe campaign and related systems. Consulted and made recommendations regarding technical implementations with configuration and migrations.

Grundfos – Partner Relationship Management Portal- .NET [January 2022 – March 2022]

Senior Project Manager - Analyzed business requirements and mapped them to technical flows while implementing digital marketing automation with data modeling, integrations, and marketing tool customization. Created marketing automations, end-to-end customer journeys, and campaigns across channels such as email, direct mail, SMS, and mobile push. Performed administrator functions including business unit setup, user management, and account configurations. Developed and maintained responsive layout templates, personalized email templates, and triggered emails using media queries. Established data models using lists, groups, and data extensions, managing opt-in/opt-out processes and custom user preferences on landing pages. Ensured compliance with email regulations like CAN-SPAM and integrated with CRM platforms and web analytics tools. Demonstrated excellent communication skills and adaptability in a multi-vendor environment used globally.

AbbVie – IT Transformation Program – Marketo [December 2021 – January 2022]

Technical Leadership and vision, Scrum Master using Agile, JIRA, and Confluence. Visionary leader bridging the gap between business goals and technical execution ensuring a robust, scalable, and aligned with strategic objectives of the organization. Understanding of regulatory compliances in GPRC, PII, PCI, and PHI. Collaborated with multiple stakeholders to influence the design and scalability of the platform architecture. Established feedback loops for development teams and end-users to continuously improve software architecture. Adobe Experience Platform, Adobe Real-Time CDP, Adobe Customer Journey Analytics, Adobe Journey Optimizer, Adobe Experience Manager, Adobe Marketo Engage, and Adobe Target.

MBG Solutions Global – Adobe Marketo Engage – Marketo [October 2021 – February 2022]

Adobe Marketo Engage configuration and integration, SPF and DKIM configuration, GLP syntax, Marketo 2.0 Modular Email Templates, Email 2.0 syntax, Web Forms 2.0 and Webhooks, REST API. Built, executed, and delivered custom landing pages and email templates rebranding of Marketo instances. Identified, created, and developed customer segmentation strategies and ongoing communications plans targeted towards key segments. Researched into inquiries and requests regarding audience size and customer profile. Reviewed technical specs and ensured completeness in support of campaigns. Led discussions and collaborated with respective teams in producing realistic and scalable strategies to implement marketing and personalization initiatives.

Grundfos Americas Corporation [November 2014 – September 2021]

Digital Marketing System Specialist - Highly skilled in marketing automation and integration, particularly with tools like Marketo (Adobe Marketo Engage), SAP CRM, and web services. Developed custom .NET Lead Reporting Tool that seamlessly connects with Marketo for sales channels (B2B) to effectively manage and disposition leads. Excels in custom .NET applications and responsive templates, enhancing the user experience across landing pages and emails. Expertise extends to SEO, AdWords, and analytics, nurturing leads through scoring and guiding them through the sales funnel to optimize revenue generation. Additionally, lead web project management, consolidating and improving existing sites and tools (Adobe Experience Manager - AEM), and deploying digital marketing tools and processes to enhance performance and efficiency. Implementation of Marketo (Adobe Marketo Engage) in eight countries transforming marketing from traditional to digital executing best practice strategies for successful demand generation, lead nurturing, lead scoring, segmentation, and lead lifecycle

management. Reduced cost and help achieve project deadlines ahead of schedule and under budget. Collaborated with marketing teammates, information solutions, information technology, senior management, and other project stakeholders.

Grundfos Holding A/S [2011- 2014]

Senior Software Architect - Played a crucial role in designing and implementing software solutions that prioritize flexibility, scalability, feasibility, reusability, and security to meet both technical and business requirements. Developed specialized application solutions in areas such as algorithms, complex calculations, and specific business solutions, ensuring that the chosen platforms and systems align with the needs of the business and the internal Information Solutions (IS) requirements. Collaboration with teams across different departments, including Engineering, Marketing, Sales, IT, and senior management, essential to maximize product effectiveness and maintain the continuous progression of software. Additionally, managed pricing data for 48 different countries within pump selection and configuration software, CAPS and WinCAPS, handling both online and offline platforms covering over 60,000 products. Adobe Experience Manager for all the countries websites to control governance and ensure proper branding. Successfully reverse-engineered legacy applications, significantly enhancing performance.

Grundfos CBS Inc. [May 2006- 2011]

Information Technology Manager - Developed and implemented IT strategies that align with organizational goals, ensuring the efficient operation of technology infrastructure. Successfully led and managed IT team, overseeing the recruitment, training, and supervision of staff. Responsibilities included overseeing all aspects of the IT department, including managing employee-related issues, and enforcing company policies. The role involved establishing and maintaining professional working relationships with coworkers and all levels of management while providing training and career development for direct reports. Involved planning and executing IT projects, coordinating with various departments to ensure seamless implementation. Led operational and strategic planning by fostering innovation, planning projects, and organizing and negotiating the allocation of internal and external resources.

The role involved developing annual budgets and monitoring expenditures to ensure cost containment while forecasting costs and resource needs for projects and programs. Maintaining technical expertise in infrastructure areas such as servers, networking, active directory, virtualization, and storage area networks. Continuous improvement of IT processes and procedures was pursued to streamline operations, reduce costs, and enhance end-user productivity and experience. Responsibilities include maintaining an overview of all IT projects and associated tracking systems, including a functional helpdesk system, as well as reviewing, analyzing, and implementing custom application systems, including coding, testing, debugging, and deploying using Microsoft technologies.

RSM McGladrey FPO Inc. [February 2006 – May 2006]

Senior Software Developer responsibilities included reviewing, analyzing, and implementing custom application systems, including coding, testing, debugging, and deploying using Microsoft technologies. Managing existing applications following a structured software development methodology involving automating complex business processes and understanding system dependencies and their relation to business workflows and systems. The role supported a variety of databases, client-server and web-client development concepts, and enterprise development practices and methodologies. Experience includes working with VB6, VBScript, legacy ASP, ASP.Net, and VB.Net development, as well as advanced DTS packages and automated FTP processes. Additionally, the position involves creating custom applications using VBA in a Great Plains ERP system environment and designing custom programming to export payroll data from Point of Sales (POS) systems to ADP.

Sulzer Pumps [November 2001 – February 2006]

Senior Web Application Developer / Corporate Webmaster - Maintained and supported N-tier web applications based on .NET, ASP.NET, C#, COM, ASP, HTML/CSS, VB6, IIS, SQL Server 2000, Oracle, and JavaScript technologies. Skilled in leading and managing projects and small teams in a web-based development environment to deliver

results, demonstrating decisiveness and proactivity, and capable of assessing situations and acting upon those results. Role included system and database administrations for corporate internet and intranet web servers, ensuring designs, incorporating reliability, security, usability, server configuration, maintenance and monitoring, server performance tuning and capacity planning, and backup and recovery of servers. Supported the ongoing development and integration of current websites and applications to support business initiatives, including integration with Oracle ERP and CRM applications, online hydraulic selection software, and product configurators. Under minimal direction, performed tasks associated with developing and maintaining internet and intranet websites and multiple web applications. Collaborated with marketing and engineering departments to create and modify web pages, posting them on internet and intranet web servers, and communicated with users who wanted content published in web format. Converts files between various formats, including word processing, spreadsheet, Adobe PDF, Real Audio and Video, CSV, and HTML. Developed new advanced initiatives with an emphasis on e-commerce. "Web-enabled" access to information residing in databases on servers with read-only and read/write capability while making them compatible of maintaining website content in flat file and database forms and organizing layouts for more intuitive navigation.

eSiteAvenue.com / Piedmont Technologies Inc. [June 2000 – June 2001]

Senior Web Programmer / Business Developer - Extensive experience in ASP development, Flash, JavaScript, Photoshop, Fireworks, DNS, TCP/IP, SSL, digital certificates, HTML, and SQL Server 2000 using an N-tiered approach in an NT environment. Designed all facets of web applications including development, design, testing, updating, and implementation. Successfully formulated project management tasks and engaged in continuous troubleshooting within internet/intranet programs and website errors. Identified new strategic opportunities to streamline and increase business workflow and developed an affiliates program that provided aggressive marketing strategies and generous commissions. Initiated system design and analysis in collaboration with the business development team, performing systems development, integration, and support activities, as well as maintenance and enhancements of existing sites. Demonstrated the ability to shift and recalibrate priorities effectively, with strong analytical, written, and oral communication skills.

Ultramar Diamond Shamrock [June 1999 – June 2000]

Corporate Webmaster - Demonstrated expertise in managing internet and intranet systems for a Fortune 500 company by setting standards, advising department heads, and overseeing day-to-day web operations across all intranet sites. Supervised the technical architecture and development of websites, including architecting a web-based workflow system for editing projects, payroll, and managing the editor network. Technical skills span developing applications in Visual Basic, Dreamweaver, Ultradev, FrontPage 2000, and interfacing with SQL Server/Sybase and SMTP Mail Server. Produced web applications using ASP, JavaScript, HTML/DHTML, and Flash, while also creating and conducting training classes on FrontPage 2000 and internet/intranet standards. Additionally, developed electronic forms and applications for a credit union, using Java applets, web-enabled PDF forms, and Silverstream to interact with client-side databases.

The University of Texas [September 1998 – June 1999]

Webmaster / Administrator - Role developing CGIs for dynamic content generation, database interaction, and basic form processing for the UT Departments, including gathering statistics and user information. Analyzed and maintained site and user statistics, utilizing extensive CGI Perl scripting in a UNIX environment. Handled system administration and web authoring using HTML, JavaScript, CGI, and Perl scripts on NT and Unix/Solaris environments. Initiated a web-enabled intramural calendar and designed a photo gallery for multiple intramural sports resulting in reduced costs. Established rapport with department heads by working closely with them to define and implement the technical and creative infrastructure for internet applications.

Education

Adobe Marketo Engage Business Practitioner Expert
September 2024 – September 2026   Adobe Certified Expert

Adobe Experience Manager Business Practitioner
July 2024 – July 2026   Adobe Certified Professional

Certified Scrum Master (CSM)
July 2024   Scrum Alliance

Adobe Real-Time CDP Business Practitioner
November 2022 – November 2024   Adobe Certified Professional

OAuth 2.0
June 2019   Udemy Certification

Marketo Certified Expert
May 2016 – May 2017   Marketo Certified Expert (MSE)

Bachelor of Science in Computer Science
December 2000   University of Texas, San Antonio, Texas

COMPUTER |TECHNOLOGY SKILLS

- **Architectures**: SPARC 1, 4, 5, 20, Ultra; Intel 386, 486, 586, Pentiums; Commodore
- **Platforms**: Microsoft Azure Portal, Microsoft Windows NT Servers and Workstations, Microsoft Windows, SunOS Solaris (System V R4 UNIX), Linux
- **Cloud Platforms**: Adobe Experience Cloud, Adobe Creative Cloud, Microsoft Azure Cloud, Amazon Web Services – AWS, Power Platform
- **Artificial Intelligence (AI)**: ChatGPT 4o, Co-Pilot, Adobe Firefly, Generative AI, Prompt Engineering, AI Assistant in Adobe Experience Platform
- **Languages**: ASP.CORE, ASP.NET, ASP.NET Web API, ASP.NET MVC, ASP 3.0, C#, MVC, VB/VB.NET, VBScript, COM, SQL, Transact-SQL (t-SQL), C, C++, C#, C#.NET, XML, XSLT, JSON, SOAP, PERL, PHP, JAVA (AWT, Swing, Applets, JDBC, Threading), HTML/ DHTML, CSS, UNIX (shell scripts, awk, sed), RESTful API, API, Web API 2, Windows Script Host, JavaScript ES6, JSON, jQuery, UML, Lingo & Action Scripting, and Lisp
- **Software**: Visual Studio, Visual Studio Code, Adobe Creative Cloud, Marketo, Marketo Engage, Adobe Campaign Classic (ACC), Adobe Experience Platform (AEP), Adobe Experience Manager (AEM), Adobe Marketo Engage, Adobe Dreamweaver, Adobe Photoshop, Adobe Premier Pro, Adobe Firefly, Adobe Target, Adobe Launch, Adobe Tags, Microsoft Visual Studio, SQL Server Management Studio, TFS, GIT, Oracle, MySQL, Toad, All Versions of Netscape/Internet Explorer/Chrome, Microsoft Office Products, Microsoft 365, Fireworks MX, Flash/Flash MX , IIS , Telnet/SSH, FTP, SFTP, SAP, SAP CRM, Adobe Photoshop, RADMIN, I-Mail, Zone Alarm, Secure IIS, Jira, Confluence, Mural, Rational Rose, Google Analytics 4, Google Tag Manager (GTM), Google AdWords, Adobe Analytics, Firebase, Web Trends, Adobe, Litmus, WordPress, Tableau, Microsoft Power BI, and Crystal Reports.
- **Computer Science Courses**: Data Structures, Operating Systems, System Programming, Programming Languages (OO, OOD, OOP) Object-Oriented Systems, Software Engineering, and Database Design/Management