LISA WALSH

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CORE STRENGTHS

People Development

Leading Change

Achieving Results

Continuous Learning

Continuous Improvement

Empowerment

Process Governance

PROFESSIONAL SUMMARY

IT/MARTECH LEADERERSHIP

Leader leveraging skills in Software Development, IT Support, Software Testing, and Marketing to enhance digital technology and customer experiences on online platforms.

Passionate about technology, I lead digital marketing processes and tools, driving change and executing strategies to improve customer experience through personalized digital channels.

WORK HISTORY

Wegmans Food Markets – Marketing Technology Manager
03/2021 – Present

Led a marketing initiative to integrate a customer data platform within 90 days, enabling automated omni-channel customer journeys. Established capacity planning and process improvements. Saved $1.2M in marketing spend by training the team on Adobe technologies which enabled us to remove professional services with Adobe.

- Oversees and directs a team on all digital marketing execution tactics, both paid and owned
- Liaison between marketing and IT initiatives
- Supports business with new digital experiences for customers within on our eCommerce website and mobile apps
- Collaborates with Adobe to optimize the use of technologies, aiming to enhance customer experiences through digital channels
- Manages QA strategy for digital tactics

Wegmans Food Markets - Software Quality Manager
07/2016 – 03/2021

IT Leader who enhanced test coverage and speed through automated scripts, ensuring reliable and consistent results. With the industry's shift toward faster release cycles and high-quality demand, moving to automated testing was essential. Secured leadership and team support with a strategic plan.

- Transitioned the team from manual to automated testing
- Trained the team on skills for automation
- Creating new test engineer roles in the IT department
- Growing the team from seven resources to thirty
- Embedding resources within development
- Defining new best practices, tools, and processes around testing
- Defining metrics to continuously improve and measure quality as a whole
- Partnered with Dev Ops and Development to move continuous testing through automation into release pipelines

- o   Proposed and implemented a cost-saving measure, saving the company over $500k annually on staffing.
  - Reorganized the team to align with business needs

TECHNICAL SKILLS

Adobe Journey Optimizer

Adobe Experience Platform

C#.NET

VB.NET

Azure DevOps

JavaScript

MS Visual Studio

Microsoft Teams

SQL

C/C++

SQL Server

SDLC

Automated Testing

EDUCATION

State University of New York at Brockport

Class of 2001

Bachelor of Science: Computer Science, Software Development, Mathematics

GPA: 3.23

Wegmans Food Market - **ITSS Team Leader**
06/2015 - 07/2016

Led an IT support team to achieve 15% first call resolution for customer issues.

Developed and managed a team, coordinated critical incidents, and engaged IT teams for issue resolution.

Established pre-release review sessions for software to ensure success in post-release support.

- Set up automated reports for Wegmans teams using remedy analytics
- Coordinated critical software incident resolution with development teams
- Published updates on critical issues to the Wegmans organization
- Educated the team on new applications entering production to ensure smooth issue handling
- Established reporting standards for incidents
- Implemented chat messaging allowing customers to report incidents

Wegmans Food Markets – **Special Assignment, Store Operations**
03/2015 - 06/2015

I had the unique opportunity to gain comprehensive insight into Wegmans store operations by spending three months rotating through all the departments within our store. Additionally, I spent a week with our restaurants, including Amore, Burger Bar, and Next Door. Leveraging my background in technology, I provided recommendations on potential technological enhancements within our stores.

Wegmans Food Markets - **Sr. Programmer/Analyst**
12/2012 - 03/2015

Wegmans Food Markets - **Programmer/Analyst**
09/2009 - 12/2012

Frontier Communications Corp - **Sr. Programmer/Analyst**
05/2009 - 09/2009

Mindex Technologies - **Programmer/Analyst**
02/2007 - 05/2009

Wegmans Food Markets - **Programmer/Analyst**
06/2005 - 02/2007

Impact Technologies - **Sr. Software Engineer**
06/2001 - 06/2005