

ERIC T. OLSSON

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Senior technology and data executive with 20+ years of experience leading enterprise transformation across biopharma, retail, ecommerce, media, and software. Proven track record building and scaling commercial technology, data platforms, analytics organizations, and global business systems that support growth, operational excellence, and measurable business results. Brings deep expertise across customer engagement platforms, enterprise data architecture, cloud modernization, governance, and large-scale program delivery, with repeated success leading high-performing teams through complex changes. Known for connecting strategy to execution, modernizing legacy environments, and delivering platforms that enable launches, improve decision-making, and reduce cost at enterprise scale.

PROFESSIONAL EXPERIENCE

SpringWorks Therapeutics Stamford, CT / Boston, MA
a healthcare company of Merck KGaA, Darmstadt, Germany

Mar 2021 to Present

Sr. Director , Enterprise Information Management	Jan '23 - Present
Global Business Architect , Marketing and Sales, Ex-US	Jan '26 - Present
Director , Service Delivery Lead, Data and Analytics	Mar '21 - Dec '22

SpringWorks Therapeutics is a clinical-stage biopharmaceutical company that applies a precision medicine approach to acquiring, developing, and commercializing life-changing medicines for underserved patient populations suffering from severe rare diseases and cancer.

Leader of the Digital Applications and Data and Analytics IT teams at SpringWorks, I am responsible for the roadmap, architecture, design, implementation and ongoing support of our customer engagement systems as well as our enterprise data and analytics platform. Our customer engagement systems include Veeva CRM, Network, Align, and OpenData along with Salesforce Marketing Cloud Next, Data360 and both branded and disease state websites. Our data and analytics platform includes a full CI/CD workflow based on Snowflake, dbt, MS DevOps, Fivetran, MS Data Factory, and Airflow. Designed with omnichannel marketing in mind, our commercial tech stack supports a full 360° view of our customers along with the ability to execute omnichannel campaigns across our sales and marketing systems. The data platform supports enterprise reporting in MS Power BI, data exploration in Sigma, and advanced analytics in both SAS and Posit Workbench (R Studio).

Hired at the same time as our Chief Commercial Officer, I led the design and implementation of our full commercial tech stack in tandem with the growth of our commercial organization. Our commercial and data and analytic systems have supported the approval and successful launch of two rare disease therapies in the US within a 15-month period (Ogsiveo, 11/23; Gomekli, 2/25). Both therapies were also granted EU marketing authorization and successfully launched in the EU in 2025.

In January 2026, the FDA accepted the company's NDA for pimicotinib as a systemic treatment for patients with tenosynovial giant cell tumor (TGCT). The application is based on primary and longer-term results from the global Phase 3 MANEUVER study. We are currently preparing our systems, data and analytics in the hope and expectation that our NDA will be approved and we will have a third rare disease launch.

As an employee of the Merck KGaA company, I also hold a position on the global enterprise architecture committee responsible for Healthcare Marketing and Sales systems outside of the US. In this role I advise Healthcare IT Business Partners across ~80 countries in the selection of existing and proposal of new technical solutions to meet the needs of the Healthcare business sector. For new solutions, I lead BPs in the research, evaluation and proposal of those solutions to the global EA Healthcare Board in order to align those solutions with our overall technical strategy and vision.

- Recipient of annual SpringWorks “Let’s Go” Award in Feb. 2023 recognizing enterprise leadership, initiative, and accomplishment toward SpringWorks’ annual strategic goals.
- For multiple years, selected as a **Cultural Ambassador** by HR – a select subset of employees asked to participate broadly in the hiring and interview processes to promote the advancement and preservation of our unique culture and values.
- Member of the 2026 global **High Potentials** leadership class of Merck, KGaA.

14 West Baltimore, MD

Aug 2020 to Jan 2021

Managing Director, Data and Analytics

14 West is a service organization supporting the Agora Companies, a private consortium of several dozen independent publishing and media companies with historic annual revenue of over a billion dollars. As Managing Director, I was responsible for the architecture, development and product ownership teams for the enterprise data platform supporting global reporting and advanced analytics.

In six months, I led these teams through a complete architectural redesign and redeployment of the data platform, including a transition from Hadoop on AWS to Snowflake. This transformation included a new approach for data ingestion from source systems into the cloud data platform, security and privacy forward data schemas and governance, and the development of an end-to-end CI/CD pipeline for Data OPs and development. Results are made available for both standard reporting and self-service through the Qlik suite and ThoughtSpot. This transition resulted in cost savings to the company of ~\$650K annually, while improving the quality, reliability and time to delivery of solutions.

Under Armour Baltimore, MD / Panama City, Panama

Feb 2005 to Jul 2020

Director, Enterprise Reporting and Analytics

Jul ‘17 - Jul ‘20

Led a blended team of UA employees and consultants (~35 FTEs) responsible for our foundational data platform, enterprise reporting and analytics. The platform stored petabytes of big data in cloud systems as well as terabytes of structured data in a state-of-the-art SAP HANA enterprise data warehouse. The system supported our global business with ~2500 unique monthly users and hundreds of thousands of monthly reporting sessions. The system included approximately 200 primary data models with 8,500+ distinct dimensions or measures.

In 2017, when Under Armour upgraded our enterprise software backbone, I led a team of 50 developers as we completely re-built our Enterprise Data Warehouse. This new EDW was redesigned and re-built from the ground up to support real-time data reporting and visualization across the enterprise. Our new EDW served as a single source of truth for standard reporting as well as a global self-service practice.

Led both data platform and enterprise reporting teams through a transition from a legacy data lake to a cutting-edge data platform optimized to support advanced analytics and data science. Ingesting streaming data events from our consumer applications together with replicated enterprise data, we built a unified view of our 250+ million registered consumers to fuel Under Armour's digital transformation and to support the activation of personalized consumer journeys. At the time of my departure, this platform was estimated to save ~\$850K annually in infrastructure costs.

Sr. Director, International IT

Aug '13 – June '17

Over more than three years, I led a globally diverse International IT team as we launched new subsidiaries in Brazil, Chile, Mexico and Australia. These businesses included wholesale, retail, and ecommerce sales channels. In this role I was responsible for strategic IT vision and leadership as we defined, designed, implemented, and launched all back-office systems to support these emerging businesses. At the same time, we replaced our ecommerce platform in Europe and Southeast Asia, launching in over 15 different countries. We also replaced the ERP and retail POS systems in China, our fastest growing country. At the time I joined the international team our non-US business was ~\$200 million in revenue and has successfully grown to become ~\$1 billion plus.

Sr. Director / Director, Distribution Systems

May '08 – July '13

While leading the UA Distribution Application team, we expanded our warehouse operations from ~350k sq. ft. of manually operated distribution space in one US location to more than 2.5 million sq. ft. of fully automated distribution space across both North America and Europe. During this time, I led the successful launch of Manhattan Associates WMS for iSeries in our first warehouse and subsequently rolled it out in 7 additional warehouse locations, both UA owned and operated as well as 3PL operated. My team was integral in the design and implementation of millions of linear feet of conveyor and material handling equipment as well as the warehouse control system which interfaced the WMS and MHE.

Director, Capital Planning and Distribution Design

Aug '07 – April '08

Worked with multiple external consulting and design firms as well as material handling vendors and installers to roadmap, plan and execute the installation and launch of material handling systems. These systems span conveyor control systems, automate pick and put systems, receiving automation, automated print and apply, different types of scanning equipment, etc. Coordinated installation and maintenance of these systems with both internal and external electrical contractors, construction and IT teams. Managed a capital budget in the tens of millions.

Analyst / Programmer, Distribution Analyst / SAP XI Programmer

Feb '05 – July '07

Over the course of two years, acted as a lead analyst in the design, custom development and deployment of Under Armour's first automated conveyor control system. Integrated SAP AFS with three (3) different tier one warehouse management systems in the course of eighteen (18) months.

Director, Professional Services/Software Engineering, IntelliTrack

Mar '03 – Jan '05

Leader of both the Professional Services and Software Engineering groups at IntelliTrack, a new acquisition of Barcoding that subsumed RioScan.

Director, Software Services, RioScan

May '01 – Feb '03

Responsible for the startup, development, and technical organization of RioScan, the software division of Barcoding. RioScan published a suite of commercial off-the-shelf software applications for mobile data collection, developed custom software solutions and offered consultation on mobile system design and development.

Intelligent Programming, LLC. Albuquerque, NM

1998 to 2000

Vice President/Owner

Created a successful software development and consulting business. Projects included large, nationally deployed, team developed, distributed software applications. Produced two commercial off-the-shelf products for fixed asset and inventory tracking. Rights to those products were eventually sold to Barcoding, Inc.

Contributed to the development of a data mining system for the statistical analysis of point of sale data, the Item Velocity Monitor. Our client, Data Ventures, jointly developed this technology with Proctor & Gamble. *The Item Velocity Monitor pilot project was ranked #2 in the list of Top 100 IT Innovations for 2001 by InfoWorld magazine.*

EDUCATION**University of Maryland, University College**

Baltimore, MD

Graduate Studies, Data Analytics

2021

Data and analytics program focused on applied techniques. Coursework combines a solid foundation in statistical analysis and machine learning with considerable exposure to data analytics tools and technologies. Through regular hands-on projects students learn to formulate and solve real world business problems. Students evaluate appropriate methods and tools for data analysis (e.g. selecting a modeling approach, building a model using appropriate tools, validating the model, and deploying the model for prediction and analysis) in specific organizational contexts.

University of New Mexico

Albuquerque, NM

Graduate Studies, Computer Science

1999

Fundamental education in computer science, including programming in a variety of languages and language paradigms, software engineering and design, computer architecture and operating systems, and computer science theory. Specialty in Artificial Intelligence and Object-Oriented Design.

St. John's College

Annapolis, MD / Santa Fe, NM

B.A., Liberal Arts

1991

Mastered an interdisciplinary curriculum based on the Great Books of Western Civilization designed to develop critical thinking, including four years of mathematics, language, literature and philosophy, three years of laboratory sciences and two years of music. Wrote extensive essays and passed rigorous oral examinations. Presented and defended arguments in a seminar setting.

PROFESSIONAL COMPETENCIES

IT Strategy and Planning	International experience and perspective
IT Architecture / Design	Leadership, motivation and team building
IT Governance	Recruiting and hiring
Master Data Governance	Teammate mentoring and development
ITIL Organizational structure	Business process definition / development
Business Case Development	Budgeting (scale: tens of millions)
Excellent written and oral communication	Innovative and Entrepreneurial thinking
Project management – Waterfall and Agile	Unwavering professional commitment
Global vendor management	Competitive mindset

OTHER

Although I am no longer a hands-on software developer in a professional capacity, I have a keen interest in programming and programming language paradigms. In my spare time I like to keep my hand in the game by programming in Python and various flavors of SQL.

It has also been rewarding to see such amazing growth and advancement in AI in recent years. As is true of most technology professionals, I spend a considerable portion of my day driving my work and projects using Claude and other LLM tools. Similarly, my teams are hard at work incorporating AI advancements into the semantic/context layer of our data platform to enable exciting advancements like conversational AI in the tools and systems we support. Please look to my [website \(https://erictolsson.com/\)](https://erictolsson.com/) for the latest information on the projects we currently have underway!

Personal interests: road cycling, cooking, kayaking and travel