ERIC T. OLSSON
U.S. CITIZEN

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Accomplished IT leader with experience at multi-billion dollar companies seeking opportunity to join a dynamic executive leadership team. Having participated in the growth of a previous company from ~$250 million to over $5 billion in annual revenue, I bring a wealth of firsthand experience building and leading high performing teams at various levels of organizational maturity. Proven ability to successfully launch and manage a wide variety of tier one transactional systems (ERP, WMS, Retail, Ecommerce) and analytic platforms (EDW, visualization platforms, big data) both domestically and internationally.

PROFESSIONAL EXPERIENCE

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 will result in a 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 '15 - 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 '15
Over the course of roughly 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 initial 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.

IntelliTrack, Inc. Baltimore, MD   2003 to 2005

Director, Professional Services/Software Engineering
As leader of both the Professional Services and Software Engineering groups at IntelliTrack, I managed our product development team and our team of engagement managers/developers, as well as multiple outside contractors on a dozen or more projects simultaneously. My responsibilities included defining product roadmaps for multiple off-the-shelf commercial software applications, managing reseller and end-user relationships, technical design and review of software deliverables, instituting and monitoring a clearly defined project management approach, and actively managing engagements to set customer expectations and ensure success.

Barcoding, Inc. acquired IntelliTrack and operates it as a wholly owned subsidiary. The RioScan product line was incorporated into the larger and more well-known IntelliTrack family of products.

Barcoding, Inc. Baltimore, MD   2001 to 2003

Director, Software Services/RioScan
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. We also developed custom software solutions and offered consultation on mobile system design and development.

Our commercial software suite was comprised of 5 applications deployed on handheld data collection devices (Windows CE and Palm OS, both batch and 802.11 wireless) and integrated with relational database platforms. I played a pivotal role in the design, development, sale and support of these applications.

Intelligent Programming, LLC. Albuquerque, NM   1998 to 2000

Vice President/Owner
Created a successful software development and consulting business. Acted as Senior Programmer for customer software development projects in a variety of fields. 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. A Linux based network appliance, the Item Velocity Monitor, analyzed data to predict out of stock conditions for top selling supermarket products. 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.

University of Maryland, University College   Baltimore, MD
M.S., Data Analytics   Exp. Summer 2021
Master's degree program focused on applied data analytics. 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 (i.e. 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

- Manage data analytics projects to ensure delivery of a successful data analytics initiative throughout its life cycle
- Create data mining applications specific to individual domains or areas (e.g. finance, retail, cybersecurity, biological, medical, or scientific applications)
- Apply statistical and machine learning techniques for data analysis. Interpret and communicate the results
- Transform large data sets into actionable information in an easy-to-understand format to support organizational decision making using advanced analytical tools
- Apply big data analytics technology to a specific area such as healthcare; marketing; insurance; cyber security; or biological, medical, and scientific applications

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. (see publications)

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.

New Mexico Military Institute   Roswell, NM
High School Diploma, General Studies   1985
Completed a demanding high school academic program with an emphasis on college prep. Lived and learned leadership through a full time Junior ROTC program.

SYSTEMS EXPERIENCE: KEY ROLE IN LAUNCHING/DEPLOYING/MANAGING AT ENTERPRISE SCALE

Enterprise Resource Planning (ERP)
SAP Fashion Management Solution (FMS)
SAP Apparel, Footwear Solution (AFS)
SAP Business One

Warehouse Management and Control
Manhattan WM for iSeries
Exceed WMS (Infor WM)
QC Software – Warehouse Control Solution
Manhattan Labor Management

Ecommerce and Digital Marketing
Salesforce Commerce Cloud
(formerly Demandware)
Salesforce Marketing Cloud
Adobe Analytics
Customer Data Platforms

Point of Sale
Retail Pro
EPICOR / APTOS

EDW, Data Storage & Database
Snowflake
Data Build Tool (dbt)
SAP HANA
AWS/S3
MS SQL Server
Oracle

Reporting, Analytics & Visualization
SAP Analytics Cloud
SAP Business Objects, Reporting Portal
SAP Business Objects, Webi
SAP Business Objects, Crystal Reports
SAP Business Objects, Analysis for Office
Tableau
ThoughtSpot

ETL, ELT and Replication
SAP Business Objects, Data Services
SAP Landscape Transformation (SLT)
High Volume Replication (HVR)

PROFESSIONAL COMPETENCIES

IT Strategy and Planning
IT Architecture / Design
IT Governance
Master Data Governance
ITIL Organizational structure
Business Case Development
Excellent written and oral communication
Project management – Waterfall and Agile
Global vendor management

International experience and perspective
Leadership, motivation and team building
Recruiting and hiring
Teammate mentoring and development
Business process definition / development
Budgeting (scale: tens of millions)
Innovative and Entrepreneurial thinking
Unwavering professional commitment
Competitive mindset

LANGUAGES

English: Native Language
Spanish: Intermediate Listener/Reader, Novice Speaker/Writing

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: R, Python, Java, and various flavors of SQL. Currently, I am especially enthusiastic about implementing Snowflake and dbt to bring modern software engineering practices to data, reporting and analytics.

Personal interests: cooking, kayaking and travel