

Steven Williams | CV / Resume

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EXECUTIVE SUMMARY

Board-trusted CIO/CTO who partners with directors, CEOs, and private equity sponsors to align technology strategy with enterprise value creation, scalable operating models, and exit readiness. Proven leader in modernizing enterprise platforms, integrating acquisitions, and scaling omni-channel and franchise-driven businesses to support accelerated growth and improved operating leverage. Recognized as a sought-after voice on applying AI and advanced analytics to drive tangible business transformation, improve decision velocity, and unlock new growth and efficiency opportunities. Known for delivering large-scale ERP and data transformations, strengthening cybersecurity posture, and building high-performance teams that execute in complex, high-change environments across PE-backed and public retail and consumer enterprises. Brings a pragmatic, financially grounded approach to technology investment decisions, organizational design, and enterprise risk management.

BOARD & INDUSTRY AFFILIATIONS

- Board Member, Retail AI Council
- Editorial Advisory Board, CIO Magazine / CIO.com
- Founding Member, Retail Industry Leaders Association Technology Council
- Awards: Retail Innovator of the Year | DFW IT Executive of the Year | CIO Leadership & Innovation Award

EXECUTIVE EXPERIENCE

- Buff City Soap Franchising, Dallas, TX (buffcitysoap.com)
Chief Technology Officer (CTO) | Apr 2021 – Present
 - Recruited by Board to lead technology modernization and scale infrastructure for rapid store growth
 - Deployed enterprise ERP and redesigned eCommerce platform, tripling digital sales volume
 - Built a full-stack technology, security, and compliance organization, enhancing resilience and scalability
 - Modernized middleware architecture, enabling seamless integrations and improved uptime
- Seamark Advisory Group, Dallas, TX (seamarkadvisorygroup.com)
Co-Founder & Senior Partner | Dec 2020 – Dec 2024
 - Co-founded consulting firm advising retail and consumer brands on ERP selections, cloud migrations, aligning technology with business strategy, and digital commerce strategies
- Specialty Retailers, Inc. (Stage Stores, Inc.), Houston, TX (stage.com)
EVP, Chief Information Officer & Chief Supply Chain Officer | Jun 2017 – Dec 2020
 - Reduced IT operating expenses by \$15MM+ in Year 1 while improving KPIs
 - Eliminated 7+ years of audit deficiencies and enhanced cyber defenses, achieving zero incidents during

tenure.

- Restructured supply chain operations, improving distribution performance and reducing expenses
- Boot Barn, Inc., Irvine, CA (bootbarn.com)
Chief Information Officer (CIO) | Jul 2012 – Jun 2017
 - Executive team member guiding NYSE IPO and integrating 3 acquisitions, doubling enterprise size
 - Expanded eCommerce from 1 to 3 national online brands and modernized core retail systems
 - Absorbed leadership for supply chain and merchandise planning functions for the company
- Mattress Firm, Inc. (formerly Mattress Giant), Dallas, TX (mattressfirm.com)
SVP, Chief Information Officer (CIO) | Jan 2000 – Jul 2012
 - Led technology through 5X store growth and 3 PE firm ownership transitions
 - Directed post-merger integrations, eCommerce expansion, and ERP deployments

TECHNICAL & DOMAIN EXPERTISE

- Cloud: AWS, Azure, Google Cloud
- ERP: NetSuite, Dynamics 365, Epicor Retail (Aptos), Manhattan, Sage
- Commerce Platforms: Shopify, Salesforce Commerce Cloud
- POS: Oracle Retail, Aptos, NCR
- Security & Compliance: NIST, ITIL, ServiceNow
- BI/Analytics: Power BI, Domo, Tableau, MicroStrategy
- Integration & DevOps: Mulesoft, Microservices, CI/CD
- AI Platforms & Tooling: Azure OpenAI, ChatGPT Enterprise, Claude (Anthropic), Copilot
- AI-enabled analytics integrated with Snowflake, Databricks, Power BI

EDUCATION

B.B.A., University of Texas at San Antonio

Majors: Information Systems, Marketing

Minors: Accounting, Organizational Management

CORE TRANSFORMATION CAPABILITIES

- Private Equity & Board-Aligned Technology Strategy
- Enterprise Platform Scalability for Hyper-Growth Retail & Franchise Models
- M&A Integration & Post-Acquisition Technology Harmonization
- ERP Modernization & Enterprise Architecture Transformation
- AI & Advanced Analytics-Driven Business Transformation
- Omni-Channel & Digital Commerce Platform Expansion
- Cloud Infrastructure Optimization & Operating Leverage
- Cybersecurity, Risk & Compliance Maturity
- Cultivating Future Leaders