

Steven (Steve) Williams, Jr.

Chief Information & Technology Officer | Leader | Innovator



Innovative and purpose-driven leader combining 20 years of technology, digital commerce, supply chain, marketing, and operational acumen to generate next-level performance in private, public, franchised, and multi-national companies emphasizing expansion, transformation, and turnaround objectives. Sought after by CEOs, Board of Directors, and Private Equity firms for consistently delivering on critical initiatives, increasing shareholder value through technology and process innovation, revitalizing teams, developing future leaders, and advancing confidence through all levels of an organization.

Versatile executive for both domestic and international companies. Industry-awarded leader with a diverse background in building secure, resilient, and agile technology and digital solutions in concert with business strategy. Often, these were in challenging, fast-growth or liquidity constrained environments requiring diplomacy, creativity, identifying untapped revenue streams, optimizing cost structures, and motivating others in tumultuous or aggressive growth situations.

Demonstrated ability to capitalize on emerging technologies that increase competitive advantage and build a stronger brand.

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SKILLS

Executive Leadership	Developing Future Leaders	IT Strategy	Vendor / Contract Management	Enterprise Resource Planning (ERP)	Applied AI
Franchising	Supply Chain Management	Project Management	Cloud & Matrixed Computing	Software as a Service (SaaS)	
Consumer Product Goods (CPG)	Multi-Unit & Omni-Channel Commerce	Digital Transformation	Corporate Governance (SOX, PCI)	IT Security (ITGC)	
		Shared Services	Business Intelligence	Application Dev / Engineering	

PROFESSIONAL EXPERIENCE

Buff City Soap Franchising | Dallas, Texas (<https://buffcitysoap.com>)

Chief Technology Officer

April 2021 – Present

- Recruited by Board of Directors to lead technology and infrastructure development efforts for a relatively new retail beauty / CPG brand and facilitate a fast-track growth strategy.
- Chief executive responsible for Technology and E-Commerce for this hyper-growth franchisor for a national retail chain and vertical manufacturer, approaching 300 stores and \$250MM+ in sales.
- Ecommerce growth has more than tripled and is trending to be 5x the 2021 sales volume by the end of 2024, utilizing a highly scalable Shopify foundation and a store-based, rapid fulfillment model.
- In the first 9 months, helped build the core technology foundation that facilitated tripling the store base from 50 stores to 150 stores. The franchise system now opens a new store every 3 weeks on average, with 265+ locations today.
- Fortified the all-SaaS technology stack by optimizing the middleware layer of the technology framework.
- Currently leading the e-commerce transition from Shopify to an improved, enterprise-class digital commerce platform, i.e., Salesforce, Adobe, Oracle, etc. (partner selection process is underway).
- Built a technology team in all disciplines to assist and support the rapid growth of the business (i.e., call center/help desk, application engineering, business intelligence, security and compliance, infrastructure, network management, etc.).

Seamark Advisory Group | Dallas, Texas (<https://seamarkadvisors.com>)

Co-Founder & Senior Partner

December 2020 – Present (currently, only passive investor)

- Co-founded this consultancy company specializing in Technology, Digital Commerce and Supply Chain strategy building, solution engineering and interim executive CIO/CTO/CSCO leadership services.
- Assisted clients from multiple industries, including Retail, Financial Services, and Health Care.
- Projects included assisting clients with an ERP selection process, e-commerce platform migration strategy and migration to Microsoft 365's collaboration platform.
- Turned over firm's day-to-day operations to partner to accept CTO position with Buff City Soap.

Specialty Retailers, Inc. (dba Stage Stores, Inc.) | Houston, Texas (<https://stage.com>)

Executive Vice President, Chief Information Officer & Chief Supply Chain Officer

June 2017 - December 2020

- Chief executive responsible for Technology, Security/Compliance, Supply Chain, Logistics and DC Operations for a 700+ store, \$1.7 billion public-company retail chain.
- Led the transformation of the IT and supply chain functions that were heavily weighed down by decades-old infrastructure, processes, and staffing approaches.
- First-year changes resulted in permanently cutting over \$15MM in IT expenses and overhead, while improving all service delivery metrics.
- Transformed the entire company's change control and compliance processes resulting in reversing a 7-year declining performance related to audited control deficiencies.
- Zero cyber-security incidents during the wave of attacks and exploits that impacted retail and other industries over the last 3+ years.
- Shored up all aspects of systemic and business vulnerabilities with core and digital IT applications and operating platforms.
- Turned around the company's legacy supply chain operations which were regularly incurring unplanned expense overages (in the millions of dollars) every month.
- During the 2020 Covid-19 crisis, led the entire organization's national transition to a seamless and distributed teleworking model.
- During the 2017 Hurricane Harvey disaster, for which our corporate office was in the epicenter, I enacted and led the company's disaster recovery, business continuity and incident management efforts to preserve company operations throughout the crisis.

Boot Barn, Inc. | Irvine, California (<https://bootbarn.com>)

Chief Information Officer | Office of CIO: Technology, Supply Chain, Planning

July 2012 – June 2017

- Chief executive responsible for Technology, Cyber-Security, Supply Chain, Logistics, Distribution Service and Merchandise Planning for a 250+ store, three (3) e-commerce channels, \$800 million national retail chain.
- Led the cross-functional integration processes for three acquisitions, totaling nearly 100 stores, more than doubling the company's size in less than 3 years.
- Part of the C-suite leadership team that guided the company through a successful IPO on the NYSE.
- Expanded the Company's digital commerce presence to 3 e-commerce websites: www.bootbarn.com , www.countryoutfitter.com , and www.sheplers.com .
- Restructured the business relationship with Boot Barn's ERP vendor, Epicor Retail (Aptos) – creating a platform enabling the Company's high growth business plan.
- Performed various business process reorganization initiatives, including revamping the supply chain operations supporting the brick-and-mortar and e-commerce growth.

Mattress Firm, Inc. (formerly dba Mattress Giant) | Dallas, Texas (<https://mattressfirm.com>)

Senior Vice President & Chief Information Officer

Jan 2000 – July 2012

- Member of the executive leadership team that saw the company grow from less than 50 locations to over 400.
- Functionally led the company's Technology, E-Commerce, and Merchandise Planning operations through 3 CEO's, 3 private equity changes of control, 4 acquisitions and the eventual merger of the company with national competitor, Mattress Firm.
- Assisted executive leadership, post-merger, to ensure a seamless assimilation of the two brands and operations.



TECHNOLOGY-SPECIFIC EXPERIENCE

- Cloud-based application engineering: Amazon Web Services (AWS), Microsoft Azure, Google Cloud, private cloud
- Major ERP platform onboarding and re-platforming: NetSuite, Dynamics, Salesforce, Sage, Manhattan, Epicor
 - Finance | Accounting | Budgeting
 - Merchandising, Planning & Allocation
 - Supply Chain | Warehouse Management (WMS)
 - Customer Relationship Management (CRM)
 - Inventory & Order Management (OMS)
 - Human Capital Management (HCM)
- SaaS-based enterprise application framework architecture. Middleware layer fortitude, agility, and resiliency.
- Multi-unit retail point of sale platform management: Oracle Retail, Epicor Retail, Aptos, NCR, Revel.
- In-Store and Online Payment Processing and Merchant Service Management
- E-commerce platform implementations and management: Oracle Commerce (formerly ATG Web Commerce), Salesforce Commerce Cloud, Adobe Commerce, Shopify
- Development and Security Methodologies: Agile, Waterfall, DevOPs, Scrum, NIST, ITIL.
- Application development: Java, C++, PHP, Python, DB2, MS SQL, Mulesoft, REST, SOAP, API, Microservices, CI/CD
- Business Intelligence: Micro Strategy, Domo, Tableau, Power BI
- Change Control | Governance | ITSM: Service Now, BMC



EDUCATION

Bachelor of Business Administration | University of Texas, San Antonio

- Major - Information Systems
- Minor – Accounting

Bachelor of Business Administration | University of Texas, San Antonio

- Major - Marketing
- Minor - Organizational Management



PROFESSIONAL RECOGNITION & AFFILIATIONS

- 🗨️ Member - Artificial Intelligence in Retail Council – *National Retail Federation (NRF)*
- 🗨️ Winner – Retail Innovator of the Year – *Retail Touchpoints Advisory Group*
- 🗨️ Winner – Dallas/Ft. Worth Information Technology Executive of the Year – *International Society for Information Management*
- 🗨️ Winner – CIO Leadership & Innovation Award – *Executive Technology Magazine*
- 🗨️ Founding member of the Technology Council for the *Retail Industry Leaders Association*
- 🗨️ Member of the Editorial Advisory Board for *CIO Magazine / CIO.com*.
- 🗨️ Contributing writer for *CIO Magazine / CIO.com* on leadership and best practice topics