

Steven Williams | CV / Resume

srwjr2492@gmail.com | +1-469-400-2500 | <https://www.linkedin.com/in/stevenrileywilliams/>
BIO: <https://stevenrileywilliams.com/>

EXECUTIVE SUMMARY

Seasoned technology and operations executive with 20+ years of proven success leading digital transformation, ERP implementations, eCommerce growth, cybersecurity, and supply chain optimization for hyper-growth retail and manufacturing/CPG, and PE-backed enterprises. Expertise scaling technology platforms, integrating M&A acquisitions, driving AI adoption strategies, and guiding companies through IPO, acquisition, and restructuring environments. Recognized industry leader with a track record of building high-performance, agile teams delivering measurable operational and financial results.

BOARD & INDUSTRY AFFILIATIONS

- Board Member, Retail AI Council
- Editorial Advisory Board, CIO Magazine / CIO.com
- Founding Member, Retail Industry Leaders Association Technology Council
- Award Winner: 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.
 - Scaled infrastructure enabling 5X store growth in under 18 months.
 - Deployed company's first enterprise ERP.
 - Strengthened eCommerce and OMS platform, quadrupling 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

- Chief executive responsible for Technology, B2B2C, Security/Compliance, Supply Chain, Logistics and DC Operations for a 700+ store, \$1.7 billion public-company retail chain.
- 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, Oracle, Sage

Unified/Omni Commerce: Shopify, Oracle Commerce, Salesforce Commerce Cloud

POS: Oracle Retail, Aptos, NCR

Security & Compliance: NIST, ITIL, ServiceNow

BI/Analytics: Power BI, Domo, Tableau, Strategy (fka, MicroStrategy)

Digital Process Automations/RPA: Microsoft Power Automate, EDI Integrations (SPS Commerce, Cleo Integration Cloud)

DevOps: Mulesoft, Microservices, CI/CD

EDUCATION

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

Majors: Information Systems, Marketing

Minors: Accounting, Organizational Management

SPECIALIZATIONS

Cross-Functional Executive Leadership | Change Agent for PE and Boards | Cultivating Future Leaders | Player-Coach Approach | Hyper-Growth Veteran | Retail Technology Authority | Digital Transformation Visionary | Applied AI Strategy | ERP Modernization | Leveling-up Digital Commerce | Frictionless Customer Experience Champion | Cloud Infrastructure Capitalization | Cybersecurity Zealot | Realizing M&A Integration Synergies | Franchise IT Enablement | Navigating Complex Supply Chains