
Director of Information Technology

Dedicated Leader with Extensive Record Leveraging Technological Solutions to Drive Rapid Business Growth

Client-centric technologist with depth of knowledge in restaurant, hospitality, and retail industries. History of going extra mile to ensure customer needs are thoroughly understood and met. Proven ability to build and lead top-performing technical teams remotely and in the field. Extensive expertise in SaaS Point of Sale, Windows, iOS, Android, and Linux/Unix environments.

Areas of Expertise

- SaaS & Startup environment
- POS Systems (Working knowledge of 13, specializing in Toast POS)
- Customer Issue Resolution
- Business-Technology Alignment
- Process Improvements
- Online ordering
- Project Management
- Implementation Management
- Project Planning & Budgeting
- Network Security
- Analytics (Loyalty & POS)
- Salesforce & SF Lightning
- Vendor relations
- Creating technical support documentation
- Team Building & Training
- Stakeholder Relationships
- User Training
- Regulatory Compliance
- Technical Support
- Network Specialist (Cisco)
- Hardware Procurement specialist

Professional Experience

Slice (My Pizza Technologies Inc), New York, New York

Restaurant Technology Manager, May 2021 to Present

As the Restaurant Technology Manager, I lead the procurement, deployment, and management of all restaurant hardware. Additionally, I work with Product and Engineering to help shape the feature roadmap of Slice Register and Slice OS. I partner with the Sales team and finance team to analyze the growth of deployment and optimize + accelerate business decisions to purchase and deploy the hardware. Manage all vendor relationships, making sure we're ahead of any delays, and negotiate contracts to reduce the cost for MDM and other licenses.

Slice powers independent pizzerias with the specialized technology, data insights, and shared services they need to serve today's digital-minded customers. This united network of pizzerias enables these small businesses to thrive against major corporate chains and form the nation's largest marketplace for authentic pizza. Slice makes it easy for customers to order from their go-to shops and discover their next favorite.

- Create scripts, tutorials, and educational material to educate restaurant owners on best practices for implementing and managing Slice's technology
- Provide technical support and assistance to our restaurant partners
- Interface between operations, account management, product, and customer service teams to collect feedback, create feedback loops, and help guide product roadmap decisions
- Day to day operational monitoring and collaboration with technical support teams to help guide engineering teams and platform stability
- Oversee the Technical Service Engineering team responsible for researching, troubleshooting, escalating, and identifying solutions for known issues

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- Manage a \$3.5 Million dollar hardware budget for Slice Register, Slice OS Tablets & 3rd party provisioning vendor
- Negotiated all the Slice Contracts with Blue Mark our 3rd party provisioning and hardware partner and implemented the entire switch over from CDW to BM created all SOW & SOP documentation for all of Slice hardware provisioning, technical documentation, Slice Register remote install setup guides
- Due to urgency in getting product out and implemented at a higher pace and due to the current problems in the shipping and supply chain I also setup a 2nd warehouse facility on the East Coast to assist the customers in that region due to the main warehouse facility is in California. By Doing so it took 5 days less to arrive at the customer site and therefore could implement at a higher rate due to the recent growth of Slice
- Work closely and collaborate with the slice register team and provide support where needed either with technical issues, Networking, or implementation procedures/best practices
- Effectively communicate any known bugs or issues to our restaurant technology team and facilitate a resolution
- Work with the restaurant product and ops teams to ideate and prioritize new updates, fixes, and features impacting our restaurant network
- Continuously seek out feedback from our restaurant partners and effectively utilize feedback to ensure that restaurant technology needs are met
- Manage relationships with technology partners, handling all contract negotiation and renewals
- Maintain inventory and stock for all necessary bundles and setups
- Manage 3rd party technical provisioning/staging and packaging vendor with an average of 800 Slice OS hardware tablets per week sent out to customers
- Setup a Reverse Logistics program with our 3rd party vendor for returned and broken hardware for testing, refurbishing, factory warranty due to defects

University of California Santa Barbara, Santa Barbara, California

Advisory Board Member for the Customer Success Program, November 2021 to Current

The Customer Experience Program Difference:

The University of California Santa Barbara Professional and Continuing Education | Extension is a national model for metropolitan universities. In collaboration with our many regional partners, we offer an experiential learning environment with outstanding teaching scholars in bachelor's, master's, and doctoral programs

<https://zs.professional.ucsb.edu/robin-mast.html>

OneDine, Plano, TX

Director of Customer Success & Implementations, March 2020 – July 2020

Key clients: The Cheesecake Factory, Shari's, Carrows, Coco's, Eureka, Black Angus

Managed technical projects from inception to production and training for ground-level startup. Onboarded clients and gather requirements. Lead development team to devise solutions to customer requests and configure software to meet individual client needs while building-out custom menus for clients with 300+ locations.

- ◆ Introduced SaaS integration software to ease pain points and facilitate restaurant PCI compliance for restaurants without costly POS system upgrades.
- ◆ Drove transition to contactless digital order and pay solution in response to Covid-19.
- ◆ Delivered 36 implementations in 3 months.

ParTech, Inc, San Diego, CA

Senior Technical Project Team Manager, September 2019 - March 2020

Collaborated with client Project Manager to define scope and objectives for restaurant POS implementation projects. Facilitated frequent meetings with client technical team to discuss progress, issues, and overall project health. Prepared and maintained budgets and schedules. Sourced and managed resources to maximize effectiveness and efficiency. Prepared statements of work. Monitored progress and adjusted plans as needed. Measured performance according to key performance indicators and devised strategies for improvement. Documented best practices and standard procedures. Created training materials including site readiness guide, customer onboarding guidelines, and detailed PowerPoint presentation on networking.

- ◆ Turned around 4800 store project that had been stalled for two years, reaching implementation phase within two months of hire and rollout within six months.

Toast Inc, Los Angeles, CA

Regional Implementation Manager, West Coast, October 2016 - September 2019

Hired, trained, mentored, and supported rapidly growing team of Implementation Engineers while delivering hands-on implementations and resolving escalated customer issues. Established high standards for best practices in alignment with company core values. Managed go-lives, trained customers, and resolved broad range of technical issues remotely, providing field service support as needed. Supported organizational growth from 329 employees to 2000+. Collaborated with diverse leadership teams, sharing subject matter expertise in restaurant operations to ensure client needs were understood and met. Liaised between services department and sales team to ensure customer needs were met. Followed-up with customers post go-live to maximize efficacy of products and services delivered.

- ◆ Grew team from 2 to 14 within 18 months.
- ◆ Consistently resolved difficult customer issues and strengthened challenged client relationships.
- ◆ Successfully pitched staff development and continuous process improvement programs which were adopted and subsequently implemented across the organization.
- ◆ Lead top performing team for two consecutive quarters.
- ◆ Mentored and motivated team members to receive distinguished awards for customer satisfaction.
- ◆ Achieved highest Office Vibes/eNPS scores for team growth, employee satisfaction, and for cultivating collaborative relationships across functions.

Spendgo, San Francisco, CA

Manager of Field Service Operations/Implementations, March 2012 - October 2016

Implemented and rolled out virtual hub for digital receipts, loyalty cards, and marketing emails for various clients. Independently installed 4000+ units for numerous clients across nation. Coordinated site visits, installations, network configuration and troubleshooting. Installed and configured Salesforce CRM. Trained clients and diagnosed and resolved client issues by phone and in person. Managed vendor relationships and negotiated purchasing contracts. Managed enterprise inventory.

Café Gratitude LLC, San Francisco, CA

Director of Information Technology, February 2011 - February 2012

Configured, optimized, upgraded, and troubleshoot POSITOUCH POS tools (hardware and software). Assessed functional needs of various restaurant locations and presented detailed proposals including budgets. Created training materials for users of all skill levels and trained staff. Composed Standard Operating Procedures manual for new IT Department. Planned and managed implementation of company-wide CRM system for documentation and prioritization of technical issues. Delivered on-line order inventory system that eliminated 3 to 4 hours of labor per day. Improved quality and uptime of network by driving telecom transition from voice to data. Improved reliability and uptime by implementing POS server capable of running continuous applications. Standardized computers and operating systems across enterprise. Ensured CISP (data security) compliance. Steadily expanded IT operations to meet current and future needs.

XProtean Inc, Milpitas, CA

Operations Support Manager & Account Manager, August 2010 - February 2011

Orchestrated and implemented a 50-store software rollout in startup retail environment. Created 97-page user guide on software configuration and setup for onsite and offshore teams. Articulated standard operating procedures for technical support call center. Staged, configured, and installed 50 POS terminals at customer sites. Created training materials and trained staff. Served as primary point of contact for software and hardware issues. Managed vendor relationships.

Prior experience as Implementation Manager for Custom Business Solutions, *Inc. in Concord, CA.*

Education:

Silicon Valley University:

Freemont, CA

Associate of Arts – AA Network System Administration/ Computer Science

September 2000 to February 2003

Graduated on the Dean's list with a 3.94 GPA

La Maison Grenouille School of Cooking:

Pacific Grove, CA

Associate Degree – Culinary Arts and Restaurant Management

September 1985 to December 1986

Graduated top of my class with a 4.0 GPA