Russ Ronchi

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Professional Summary

As a Digital Transformation Leader, I specialize in orchestrating comprehensive digital initiatives that drive innovation and efficiency within organizations. With over 25 years of experience, I have a proven track record in **system architecture**, **digital commerce**, and **enterprise technology**. I excel in leading large-scale e-commerce projects, seamless enterprise integrations, and developing cutting-edge technologies for retail and live events. My portfolio includes collaborations with globally recognized clients such as **Nike, True Religion, Outerknown, Ring (an Amazon company), NYDJ, and Hurley**.

I am adept at leveraging **cloud-native architectures, particularly AWS services**, to build **scalable, high-performance solutions**. My technical proficiency encompasses modern development technologies, including **Node.js, Python, TypeScript, and React**, enabling me to create flexible web applications integrated with platforms like **Shopify+ and Salesforce Commerce Cloud**. I possess deep expertise in integrating complex systems (**ERP, CRM, OMS**) and utilizing **SaaS solutions** to optimize business operations.

Core Competencies and Technical Proficiencies

Strategic & Technical Leadership

- **Strategic E-commerce Leadership**: Expertise in full-spectrum order lifecycle management, omnichannel commerce, and ERP integrations
- **Advanced Technical Proficiency**: Mastery of AWS, Shopify+, SFCC, and bespoke e-commerce ecosystems
- **Innovative Product Development**: Comprehensive experience in SaaS product lifecycle management, clienteling systems, and fulfillment technologies
- **Pioneering Event Technology**: Creator of RFID-powered interactive solutions and real-time live-streaming infrastructures
- **Systemic Integration Expertise**: Deep experience with ERP, WMS, OMS, ecommerce platforms, and API-driven architectures

Technical Skills

- **Languages**: JavaScript, Python, SQL, Node.js, HTML5, CSS, TypeScript, React, CFML
- **Platforms**: AWS (Lambda, S3, RDS, API Gateway, Cognito, Step Functions, SQS, SNS, SES), Shopify, Full Circle ERP, Pipe17, Microsoft 365, Salesforce Commerce Cloud, Manhattan
- **Technologies**: OAuth 2.0, GraphQL, REST APIs, ETL Pipelines, JWT Authentication, Webhooks, Event-Driven Architecture
- **Methodologies**: Agile, Scrum, Continuous Integration/Continuous Deployment (CI/CD), Test-Driven Development (TDD), Don't Repeat Yourself (DRY)
- **Specialized Systems**: RFID Technology, Clienteling Platforms, Order Management Systems (OMS), Product Information Management (PIM), In-Store Fulfillment Systems

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Selected Accomplishments

Enterprise Solutions

- **Milo Retail SaaS Platform**: Developed, designed, and deployed the Milo Retail platform for leading brands such as Outerknown, Nike, True Religion, NYDJ, and Hurley, integrating capabilities like Clienteling, SFS, Endless Aisle, In-Store Fulfillment, PIM, and OMS.
- **Customization Product Platform**: Developed the "Hurley Create" platform for customizable apparel, leading to record-breaking product line performance and sustained revenue growth.
- **Enterprise System Integration**: Architected advanced order-routing frameworks and integrated Full Circle ERP, Shopify, and 3PL providers for clients like Outerknown, Ring, NYDJ, Hurley, True Religion and more, processing nearly $1 billion in GMV annually.

Innovative Technologies

- **US Open of Surfing - Interactive Event Technology**: Engineered RFID-based social engagement systems, such as the Nike RFID Social Media Billboard and Score Card game, engaging tens of thousands of participants and amplifying brand visibility.
- **Nike Women's Marathon - San Francisco**: Developed a dynamic marathon experience using RFID technology, integrating real-time runner statistics with social media platforms.
- **Harry Potter Experiences**: Consulted on the creation of immersive digital experiences for Warner Bros. and Universal Studios.

Operational Excellence

- **E-commerce Scalability**: Spearheaded the development of scalable Order Management Systems (OMS) for Ring (an Amazon company), supporting rapid direct-to-consumer growth and international market expansion.

- **Digital Experiences**: Consulted on and implemented technology experiences for high-profile events like the US Open of Surfing, Nike Lowers Pro, Nike Women's Marathon, and more.

- **Hurley E-Commerce Leadership**: Led Hurley's first e-commerce system launch, followed by a strategic migration to Salesforce Commerce Cloud (SFCC) to enhance scalability and operational efficiency.

- **NYDJ 3PL Migration Evaluation**: Conducted a comprehensive assessment for NYDJ's transition from a 3PL to SFCC, including financial modeling and cost projections to guide executive decision-making.

- **True Religion BOPIS & BOSS Implementation**: Designed and implemented Buy Online, Pickup In-Store (BOPIS) and Buy Online, Ship to Store (BOSS) systems using the Milo SFS module, generating $19M+ in additional annual revenue.

- **Outerknown 3PL Consolidation**: Led the migration for Outerknown's fulfillment operations, consolidating multiple fulfillment partners into a single GXO 3PL location in Canada, significantly reducing import taxes and operational costs.

Leadership & Project Management

The accomplishments outlined above were delivered through my firm, Formula 3 Group (F3G) which I founded in 2007. Leveraging my team of dedicated subject matter experts, I personally managed the cross-functional project teams that included talent from my client organizations to ensure delivery, budget and revenue (cost savings) goals.

Patents

- **RFID Social Media Engagement System** • Nike (US 61659711)
- **Dynamic Customization Platforms** • Hurley (US 20100185525)