

# DENNIS RUGGERI

## Digital Strategist and Execution Leader

Portfolio Strategy | Digital Products | Executive Communications

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## PROFESSIONAL SUMMARY

Digital strategist and operating executive with 28 years spanning enterprise digital transformation, cloud modernization strategy, portfolio and roadmap development, and high-stakes executive communications. Proven ability to synthesize complex, cross-functional inputs into clear strategic narratives that drive executive decision-making, investment tradeoffs, and organizational alignment at scale within highly regulated environments. Began my career inside Marriott International's corporate headquarters, then directed the strategic growth and commercial scale of Elicere into an Inc. 500 (#443) and Washington Technology Fast 50 (#43) digital consulting and cloud delivery portfolio, capturing more than \$31 million in cumulative revenue and delivering 50+ executive presentations that shaped strategic plans, product roadmaps, and capital investments across financial services, government, and commercial enterprises.

## KEY ACHIEVEMENTS

- Grew revenue roughly 10x in four years (approximately \$0.4M to \$4.1M, about 80% CAGR), earning Inc. 500 (#443) and Washington Technology Fast 50 (#43) recognition.
- Generated \$31.7M in cumulative revenue across 19 years as an operating leader.
- Sustained seven-figure annual revenue in 15 of 19 years through the financial crisis, federal sequestration, and COVID-19, including a 67% single-year revenue rebound in 2024.
- Delivered 50+ executive presentations; built and led teams of up to 30, mentoring 100+ professionals; served customers in 10 countries.

## CORE SKILLS

**Cloud & Transformation Strategy:** Digital Strategy, Portfolio Strategy, Multi-Year Roadmap Development, Investment Tradeoffs, Enterprise KPI Alignment, Digital Transformation, Technical Deadline Capitalization.

**Executive Communications & Governance:** Executive Storytelling, High-Impact Presentations, Strategic Narrative Synthesis, Senior Leadership Forums, Stakeholder Management, Change Management.

**Insights, Analytics & Data Monetization:** Business Case Development, Data Analysis & Visualization, Market & Competitive Research, KPI Definition, Enterprise Data Lakes.

**Program & Architecture Delivery:** Enterprise Product Strategy, Cloud Systems Management, Agile & UX Delivery, Cross-Functional Program Leadership, Tri-Party Partner Alignment (Primes/SIs), Applied AI Infrastructure.

## PROFESSIONAL EXPERIENCE

### Elicere, Inc.

**Digital Strategy, Cloud Portfolio & Transformation Leadership** | February 2008 to Present

Key Public Sector / Enterprise Accounts: Federal Reserve Board, FDIC, CGI Federal, Lockheed Martin, Willard Agri-Service, Hudson Marine

- **Cloud Modernization Leadership (Federal Reserve Board):** Served as Program Manager for a high-visibility migration of 90+ mission-critical on-premise sites to secure cloud environments within the Monetary Affairs and FOMC Secretariat divisions. Instituted an Agile UX delivery framework that captured complex requirements directly from senior executives, including the Fed Chair's office, accelerating deployment velocity via automated scripting.
- **Strategic Governance & Portfolio Scale (FDIC):** Directed operational governance, financial management, and strategic planning for the firm's largest public sector engagement under the FDIC ITAS II contract. Partnered with Prime contractor CGI Federal to orchestrate the seamless transition of over 60 complex IT projects from a legacy incumbent with zero mission disruption.
- **High-Scale Performance Engineering & Open-Source Optimization (Willard Agri-Service):** Rescued a failing, custom-built enterprise data platform (HighQ) representing a \$1M legacy investment. Retooled the architectural blueprint by replacing a proposed expensive Oracle 11g database with an enterprise-grade open-source PostgreSQL/PostGIS equivalent, utilizing advanced stored procedures to process high-velocity spatial calculations. Conducted deep database tuning and memory modifications that reduced critical report generation times from 3 days to under 3 minutes, transforming a stalled internal tool into a highly marketable, nationwide commercial solution that directly drove the client's acquisition by one of the largest agriculture enterprises in the United States.
- **Edge Data, Analytics, and Scale Metrics (Willard Agri-Service):** Designed and deployed cross-functional iOS and Android mobile applications featuring advanced offline GIS mapping technology, allowing operators to map and capture planting, harvest, and soil-sample telemetry data in remote, disconnected field environments. Engineered the cloud integration pipelines to ingest and normalize these edge data streams. Scaled the platform to support 200+ active enterprise users managing 1.7 million acres of farmland, tracking 277 million active GIS data points, and processing 3,000 automated analytical reports monthly across a 17-year historical catalog of 17,000 products.
- **Global Enterprise Product Commercialization & Workflow Architecture (TMSALogix):** Directed the end-to-end executive strategy, visual UX dashboard design, and global cloud delivery of TMSALogix, an enterprise maritime risk-management and compliance SaaS platform developed in partnership with Hudson Marine (HMMS). Transformed a manual, paper-heavy compliance framework into a digital workflow engine that enables vessel owners to manage international OCIMF, ISM, and ISO 9000 audits in real time.
- **Edge Synchronization & Governance (TMSALogix):** Engineered a proprietary custom data synchronization protocol to seamlessly reconcile data between distributed onshore cloud servers and at-sea client vessel machines worldwide. Integrated strict user-defined, role-based access controls (RBAC) and dynamic KPI scorecard dashboards, giving maritime executives real-time, global visibility into their organization's risk compliance posture.
- **Enterprise AI Architecture, Governance & Guardrails:** Designed and deployed generative and agentic AI frameworks across internal and customer digital platforms. Established strict enterprise security protocols including Retrieval-Augmented Generation (RAG) to eliminate hallucinations, Role-Based Access Controls (RBAC) to enforce data boundaries, API rate-limiting for cost governance, and mandatory human-in-the-loop review guardrails to satisfy strict compliance and risk standards.

- Portfolio Strategy & Executive Influence: Directed a broad enterprise software portfolio of 20 to 30 digital products spanning highly regulated sectors. Facilitated executive planning sessions that synthesized competing technical and business objectives into aligned, multi-year, capital-allocation roadmaps.

#### **CIBER, Inc.**

##### **Project Manager | April 2004 to February 2008**

- Led the company's CMMI Level 3 certification initiative, establishing enterprise project management standards and organizational governance.
- Helped establish the Project Management Office (PMO), developing repeatable delivery processes, executive reporting, and strategic planning capabilities.

#### **BigDough.com**

##### **Internal Software Team Lead | March 2000 to April 2004**

- Led development of internal CRM and business applications while the company grew from approximately 20 to 100 employees during the dot-com expansion.
- Partnered directly with executive leadership to translate rapidly changing business requirements into scalable internal systems supporting sales, research, and executive operations.

#### **Marriott International**

##### **Programmer / Analyst, Corporate Headquarters | June 1997 to March 2000**

- Developed enterprise software for Marriott's Tax, Accounting, and Finance organizations at corporate headquarters, gaining early exposure to the hospitality industry's operations and priorities.
- Contributed to enterprise Y2K remediation and redesigned Marriott's employee fuel management application, integrating it with HR to automate purchases and payroll reconciliation.

#### **EDUCATION**

**Union College** - Bachelor of Science, Psychology; Minor, Philosophy

#### **AWARDS AND RECOGNITION**

- Inc. 500, Ranked #443 Fastest Growing Private Companies
- Washington Technology Fast 50, Ranked #43