

Todd M. Tetreault

CHIEF INFORMATION OFFICER BUSINESS ACCELERATOR, DIGITAL TRANSFORMATION LEADER

SUMMARY:

Proven record of enabling business success through technology. Helps companies create efficiency and transparency, add automation, modernize and democratize data, and establish a strong foundation for technology as a strategic enabler. Drives technology practices to proactively create value, scale services, improve product/project management and service delivery processes, enhance execution, and tackle the challenges that come with growth and transformation. Skills include:

- Technology Strategy
- Executive Governance
- Business Relationship Management
- BI/Analytics
- Application Development
- Web/Ecomm Technologies
- Agile Methodologies
- SDLC Tuning
- IT Service Management
- Software procurement& build/buy analysis

EXPERIENCE:

Dorel Juvenile, Inc.

A division of Dorel Industries, Dorel Juvenile is a world leader in juvenile products, including car seats, strollers, home products, infant health and safety products, produced under brands including Safety 1st, Maxi-Cosi, Cosco, TinyLove, DisneyBaby, et al.

December 2017 – Present: Chief Information Officer

Responsibilities

- Reporting to the US CEO, lead 27 FTE and a range of contract resources and partners in strategic planning, service delivery, system support, and roadmap planning and execution across four key practices: Infrastructure and Operations, Application Development, BI/Analytics, and CX/Digital.
- Drive digital transformation in all domains of a traditional consumer product company: operational efficiency, workforce enablement, customer engagement and new product development
- Translate Company Strategy into Technology Strategy through active engagement with CEO and fellow Executives
- Drive service-oriented framework for all services and interfaces provided by Technology Team
- Establish governance & demand management processes to ensure executive consensus/support on technology roadmap
- Resolve legacy technical debt and modernize systems across the enterprise
- Manage operating budget of \$10MM
- Reporting to the Global CFO (Juvenile Worldwide) provide services as a global COE in ERP, BI and IT

Accomplishments

- Shift the culture of a traditional technology team within a consumer products company towards pro-active value creation. We drive business success through technology. We reach into the business when we see opportunity.
- Deliver first major upgrade to ERP system since 2010, enabling a backlog of >100 projects to drive new efficiencies and business models. Launched on time and under budget.
- Transitioned over 150 office employees to a full-remote workforce in 21 days as part of COVID response
- Deliver modernization of Small-pack Picking in both of our DCs, achieving 2-3X picking capacity with a 6-8 FTE reduction
- Complete overhaul of BI function and architecture, delivering all-new Business Intelligence capabilities across the organization. Saved 2-3 FTE of data processing while delivering many new insights and capabilities (as well as an almost endless source of end-user appreciation).
- Launch direct-to-consumer ecommerce capabilities for flagship Maxi-Cosi brand
- Direct IT strategy to resolve capability gaps in security, resilience and disaster recovery. New capabilities include endpoint monitoring, regular penetration testing, employee education (95% reduction in phishing risk), major network security enhancements, and a new DR site meeting 24-hr Recovery Time Objective and exceeding most Recovery Point Objectives.
- Implement Robotic Process Automation platform to provide front-end automation of tasks in Finance and Customer Care; 1 FTE in savings with significant reduction in NVA work
- Implement new Consumer Data Platform (CDP) centralizing all consumer data from email databases, transactions, shipments, consumer care, et al. into a single, 360° view of the consumer
- Launched IT Managed Service Provider for improved 24/7/365 support of end-user tech requests and emergency support

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- Continuously manage technology practice on (or below) budget while meeting company EBIT goals

Sept 2016 – December 2017: Global VP, Product & Innovation Technology

Responsibilities

- Reporting to the global CTO, oversee all applications and technical support of the global Product Development Organization

Accomplishments

- Implemented global Project & Portfolio Management solution, enabling visualization and management of new product development portfolio across all regions worldwide
- Supported development of dorel.io, a shared-service model for delivering consumer-facing content and websites across the Juvenile Segment

September 2014 – October 2016: VP, Business Systems

Responsibilities

- Reporting to the US CEO, consult with executive team on companywide initiative to improve business process and system support across the New Product Development, Go to Market, and Sales & Operations Planning functions
- Manage a PMO of five FTE in execution of all project/portfolio management functions for new product development
- Drive transparency and data-centricity into all aspects of the business

Accomplishments

- Implemented Atlassian's Jira and Confluence as cross-functional work management tools for all aspects for new product development
- Piloted agile methodologies and xM principles within product development, resulting in fastest-ever launch of a new car seat platform
- Introduced test-case management and other platforms/principles to transition quality functions to a data-driven model

Rakuten Loyalty (formerly FreeCause, Inc.)

A division of Rakuten, Inc. (NASDAQ: 4755). Rakuten Loyalty was a leading provider of loyalty platform solutions, enabling monetization to member programs primarily via e-commerce platforms and browser extensions. Customers included leading global loyalty programs, such as Upromise, Coles flybuys-AU, Rakuten Ichiba-JP, Hawaiian Airlines, Nectar-UK, Infospace, et al.).

February 2010 – August 2014: VP of Product Operations, General Manager

Responsibilities

- Reporting to the CEO: create, staff and lead the Product Management, Project Management, Professional Services and SQA functions at Rakuten Loyalty. Staff and lead the Account Management function.
- Product Management: Develop strategies to improve product resonance with B2B clients and client end users. Shift from a client-driven roadmap to a market- and data-driven focus. Drive product roadmaps to support product goals.
- Client Operations: Oversee account management, client onboarding, and end user support. Drive project lifecycle for B2B implementations from deal close through launch marketing.

Accomplishments

- Project Management: established the project management practice from scratch, supporting both agile and waterfall SDLCs for core product development and client-specific engagements
- QA: Established and formalized the QA process from scratch. Developed procedures for requirements review, test planning, TCM, and signoff, resulting in >50% reductions in defects per release
- Contributed to the expansion of our ecommerce footprint, achieving platinum/top 5 publisher status with all major affiliate networks (CJ, Linkshare, GAN, Pepperjam)
- Drove process improvements to reduce client implementation lead times by over 50%
- These activities helped drive:
 - 250% YoY revenue growth
 - Company profitability one quarter ahead of schedule (Q2 2011)
 - Exceeded profitability goals every month since Jan 2011

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Cambridge Interactive Development Corp, Cambridge, MA: July 2006 to February 2010

A division of Gigamedia Ltd. (NASDAQ: GIGM). CIDC provides leading localized software and global marketing solutions in sixteen languages for the internet gambling and gaming space (approximately \$140 million in annual revenues)

December 2007 – February 2010: Director of Product Management

Responsibilities

- Reporting to the VP of Development: hire, train and manage a group of five product managers for the definition, execution and support of all software, platform and integration projects
- Maintain consolidated product roadmap for all product verticals and support groups
- Drive requirements lifecycle and approval process for development/deployment of 10-15 software releases per month
- Provide regular input to executive team on product strategy

Accomplishments

- Introduced a Product Roadmap discipline, providing significant improvements to predictability and decision support
- Led definition next generation Everest Gaming platform, which improved cross-selling between key products by 200%
- Re-designed project prioritization process, introducing ROI methodology to improve utilization of development/QA cycles
- Successfully grew the product management group from one to seven members over twelve months
- Introduced/developed User Interface Design and Usability Testing disciplines to ground product decisions

July 2006 – December 2007: Sr. Product Manager

Responsibilities

Reporting to VP of Product: manage the definition and execution of strategic software projects.

- Led build/buy decisions on technologies for key business processes
- Developed and maintained functional requirements documents (and other artifacts in the SDLC)
- Provided project management and oversight during the product design, development and testing phases
- Represented products at trade shows to drive adoption and gather feedback for improvement

Accomplishments

- Led definition and execution of a new Affiliate Marketing Platform. Awarded 'Affiliate Program of the Year' for 2009 by Casino Affiliate Programs (key trade group). Platform drove over 30% of new customer acquisition.

Hansen Quality, Milford, MA: January 2005 to July 2006: Vice President, Collateral Valuation Insurance

A leading provider in property valuation, risk assessment and portfolio review services to the mortgage industry, and a division of Fidelity National Information Services (NYSE: FIS) (approx. \$80 million in annual revenues).

Responsibilities

- Reporting to COO: managed product development, pricing, profitability, customer integrations, operations and client service for the Collateral Valuation Insurance (CVI) product line, approximately \$20 million in annual revenues
- Represented product to rating agencies and secondary mortgage market investors to foster acceptance

Accomplishments

- Engineered advanced transaction-sensitive processing model, increasing product utilization by 60%
- Led requirements and integration of Wachovia Mortgage, a breakthrough in product acceptance by Fannie Mae

Market Intelligence/LSI, Milford, MA: October 2000 to January 2005

A national provider of real-estate evaluation solutions, and a division of Fidelity National Financial (NYSE: FNF). The company provided services to over two hundred clients in the mortgage lending and servicing spaces.

Apr 2002 – Jan 2005: Director of Client Care

Sep 2001 – March 2002: Client Services Team Leader

Oct 2000 – Sep 2001: Client Service Advocate

EDUCATION/CERTIFICATIONS:

B.A., Classics: College of the Holy Cross, Worcester, MA

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CSPO: Certified SCRUM Product Owner