

James de Jesus

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Engineering Leadership

Strategic technology leader with 20+ years of experience specialized in the intersection of engineering excellence, creative execution and fiscal performance. Expert in managing high-value team retainers, optimizing resource allocation between FTEs and contractors, and driving long-term ROI through disciplined CapEx project planning. Proven track record of scaling multi-disciplinary technology departments for Fortune 500 brands while maintaining strict budget governance and operational efficiency.

Skills

- **Financial & Resource Management:** Retainer & Budget Oversight, FTE vs. Contractor Billable Analysis, Resource Utilization Modeling, and P&L Support.
- **Strategic Planning:** Engineering CapEx ROI Forecasting, Long-term Technology Roadmapping, Cost-Benefit Analysis for R&D, and Vendor Portfolio Management.
- **Engineering Leadership:** Department Strategy, Multi-disciplinary Team Management (Dev, QA, Ops), Technical Governance, and Personnel Mentorship.
- **Methodology:** Agile/Scrum, Technical Project Management, Change Management, and Process Optimization.

Professional Experience

2018 - PRESENT

The Clorox Company (Electro) | Associate Director of Technology

- **Strategic Digital Transformation:** Architected and spearheaded the migration of the brand marketing ecosystem from legacy WordPress to a modern **Next.js and Contentful (Headless CMS)** stack, reducing deployment times by 75% and reducing average project timelines by 20%..
- **Department Leadership:** Manage cross-functional teams of technical leads, developers, architects, and QA engineers to deliver digital marketing efforts and platform engineering projects on time and on budget, maintaining focus on security and architectural rigor.
- **Strategic Growth:** Establish and monitor group strategy covering technology stacks and staffing capabilities; approve all architectural designs and governance policies.
- **Fiscal Governance:** Direct responsibility for managing million+ dollar team retainers, ensuring 100% alignment between brand spend and technical delivery.

- **Operational Optimization:** Implemented rigorous monitoring of FTE vs. contractor billable hours, optimizing the resource mix to grow margins by 5% while maintaining peak output.
- **CapEx Strategy:** Developed and executed ROI time horizons for engineering capital expenditure projects, providing executive leadership with clear 1–3 year financial impact forecasts.
- **Vendor Management:** Liaison for external software and hosting services, negotiating service-level agreements (SLAs) to reduce operational overhead.

2014 - 2018

Odopod | Technical Director

- **Technical Evolution:** Oversaw the technical discipline, evolving tools and practices; mentored developers to guide career growth while managing Python/Django backend development.
- **Business Development:** Collaborated with discipline leads to create pitch decks and deliver presentations, securing high-profile client projects.

2008 - 2014

AKQA | Technical Manager - Director of Creative R&D

- **Discipline Foundation:** Led the Creative R&D department, overseeing the vision, technical roadmapping, and delivery of cutting-edge marketing technology solutions for marquee clients including Nike, McDonalds, and Audi.
- **Operational & Fiscal Oversight:** Managed multi-disciplinary developer allocation, department P&L, and comp strategies, balancing innovation with billable agency goals.
- **Strategic Growth:** Partnered with executive leadership on high-stakes pitches and client workshops, leveraging technical innovation to secure new business and maintain AKQA's "Agency of the Year" status.

Early Career (Consolidated)

1997 - 2008

Early Technical Foundation - Individual Contributor Roles

- **Senior Creative Developer | AKQA (2006–2008):** Led development teams and architected front-end applications primarily for Visa and Target.
- **Interactive Developer | EVB, Allen Interactions, Fly Design, Dunn Solutions (1997–2006):** Developed interactive applications using Actionscript, PHP, and HTML/CSS/JS for e-learning and online gaming platforms.

Education

1993 - 1007

Northern Illinois University - BFA

Design with emphasis on electronic media