



JOHN REEVES

HEAD OF ENTERPRISE TECHNOLOGY & ARCHITECTURE

Technology leader and solution architect with a passion for team building, multi-system architecture and integrations, and simplifying complex business processes.

CONTACT

- Spokane WA , United States
- 509.999.9396
- john.reeves@gmail.com
- linkedin.com/in/johndreeves

SKILLS

// Professional
 DevOps in Scrum / Agile
 Systems Architecture
 Integration Design
 Project Management
 Mobile & Web UX/CX
 Team Leadership
 Budget Management
 Contract Negotiation

// Technical
 Azure DevOps
 Microsoft 365
 Dynamics 365
 Microsoft/Azure SQL
 MS Power Platform

ENTREPRENEUR

Owner, Principal
 pressplay, LLC.
 Control4 Home Automation

Owner
 Encompass, LLC.
 Small Office Tech Support

RECENT EXPERIENCE

Head of Enterprise Technology & Architecture / Sonesta

From June 2021 to Current

Strategic responsibility for all enterprise architecture & integrations, overseeing the Development, QE, and Data Services groups, and ensuring alignment of technology with key business objectives.

- Sonesta.com rebuild (85% complete), Sonesta Mobile MVP (100%)
- Rebuilt Dev/QE/Data teams from 7 (Post-Covid) to 49
- Windsurfer to SynXis CRS migration of 300+ Hotels
- Ground-Up restructure of Intake, Dev, CI/CD, & QA processes

Vice President, DevOps / RLH Corporation

From 2018 to 2021

I led a team of 37 domestic and offshore web/back-end/mobile app developers, data science, QA, and BI professionals, providing vision and direction for RLHC's "Lead With Technology" growth strategy.

- RedLion.com v7: Conversion +85%, ADA/SEO Scores +80%
- SharePoint-integrated franchise invoice & payment portal
- Hello Rewards Loyalty CRM built on Azure and Dynamics 365
- DevOps CI/CD: Deployment time reduced 85%, Frequency up 50%

Sr. Director, IT Operations / RLH Corporation

From 2015 to 2018

Responsible for teams and projects ranging across a wide variety of disciplines within the IT org, including helpdesk and project management, software and web development, and data/BI.

- Custom Hotel CRM for Franchise Dev and Ops in Dynamics 365
- Custom BI platform, integrations to SAP, Great Plains, ProfitSword
- Azure-based Enterprise Data Warehouse, 12 external integrations
- Unified HelpDesk for corporate and franchise employees

PREVIOUS EXPERIENCE

Dir. Software Development
 RLH Corporation
 2014 - 2015

Software Engineer
 RLH Corporation
 2007 - 2014



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RECOGNITION

Enterprise Innovator
HospitalityTech.com, 2020
for Hello Rewards CRM

Spark Award
Spokane Regional MarCom
For RedLion.com

Visionary Award
HospitalityTech.com, 2014
for RedLion.com

HOBBIES

- Gaming
- Miniature Terrain
- Music
- Snowboarding
- Karate

SIGNATURE ACHIEVEMENTS

- RedLion.com, v7**
March 2021
 - Conversion: +85%, Performance: +40%, ADA & SEO scores: +80%
 - Headless architecture built on Drupal 9 and Gatsby React
 - Custom booking engine for two CRS with 3rd party endpoints
 - Released on time, on budget with continuous integration/delivery
- Hello Rewards Loyalty CRM**
October 2019
 - Released on time, under budget, saved \$400K per year
 - Built on D365 w/ Azure integration layer and custom rules engine
 - Real-time integrations: 2 CRS, Opera PMS, Okta, Act-On Marketing
- Enterprise Data Warehouse**
May 2018
 - Batched reservation data from SynXis CRS, Windsurfer CRS, Cendyn CRM, Opera PMS, Smith Travel, Expedia, Demand 360
 - Analytics and reporting on hotel performance via Power BI
- RLHC HelpDesk**
May 2016
 - Saved \$120K over previous solution and added 1200 hotels
 - Unified HelpDesk for corporate and franchise employees
 - 85% First-call resolution, Less than 10% call abandon rate
 - Less than 60 second answer speed, 30 min avg. email response

REFERENCES

John Edwards
CIO
WTS International
john@j2edwards.com

David Barbieri
SVP & CIO
Northwest Farm Credit
david.barbieri@northwestfcs.com

Jeff Parker
VP, Hospitality Systems
Highgate
jeff@jeffkarendavidjoseph.com

Julie Shiflett
Co-Founder
Northwest CFO
cfooutsourcing@live.com