

# JONNY ORTIZ

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## PROFESSIONAL SUMMARY

Sr. Program Manager with 15+ years of experience leading complex, cross-functional initiatives, SaaS development, and enterprise platform modernization. I help organizations and teams navigate high-stakes initiatives by bringing structured problem-solving and sound judgment, driving critical outcomes with confidence, accuracy, and trust. I specialize in bridging strategic business requirements with technical execution, orchestrating alignment across Engineering, Product, Operations, and Executive Leadership to deliver scalable, measurable results.

## SKILLS & CORE PILLARS

- **Pragmatic Problem-Solving:** Lean product iteration, operational bottleneck resolution, root-cause benchmarking, and breaking complex end-to-end challenges into actionable steps.
- **Strategic Alignment:** Technical program management, vendor governance & evaluation, cloud modernization roadmapping, and aligning diverse stakeholders to executive priorities.
- **Composed Leadership:** Change management, risk & security policy development, crisis mitigation (chargeback/workflow risks), and maintaining momentum in high-pressure delivery environments.

## PROFESSIONAL EXPERIENCE

Cloud Realm, LLC | Founder / Sr. Program Manager St. Petersburg, FL

June 2021 – Present

- **SaaS Product Ownership:** Architected, built, and launched Nova Nexus, a multi-tenant mentorship SaaS platform, directing the product roadmap and personally coding the backend (AWS SAM/DynamoDB) and front-end (React).
- **System Development & Stability:** Delivered full CRUD features for core data entities within 12 months. Developed standardized deployment and error-handling frameworks, reducing debugging time by 30% and drastically improving release stability.
- **Lean Product Iteration:** Launched MVP web app (Foodie Trekker) to validate technical platform and applied lean product development methodologies, leveraging tight user feedback loops to surface blockers early and streamline workflows for faster iteration.

Education Foundation of Sarasota County | Fractional CIO / Consultant Sarasota FL. February 2021 – Present

- **IT Modernization Leadership:** Served as Fractional CIO, leading comprehensive modernization initiatives including a successful cloud telephony transition and the complete outfitting of a new corporate headquarters location.
- **Vendor Governance:** Created a strategic framework for evaluating and selecting 3rd-party software solutions and Managed Service Providers (MSPs), optimizing vendor partnerships and ensuring technical alignment with organizational goals.
- **Risk & Security:** Developed security policies and compliance roadmaps, ensuring technical infrastructure adhered to best practices and future-proofing the organization against evolving security threats.

Bealls, Inc. | Divisional Vice President – Merchandise Process Bradenton FL

October 2005 – April 2020

- **Enterprise Platform Implementation:** Recruited by Corporate VP to lead the modernization and implementation of a new retail core system (supporting 500+ stores), overcoming a 33% workflow slowdown risk by redesigning core item and order creation processes for speed.
  - Established a structured Change Champion program (via targeted UAT, demos, and risk forums) that tightened feedback loops and accelerated adoption of the new workflow.

- **Vendor Governance:** Led the development of new scalable vendor enrollment frameworks to enforce data quality and process governance across the supply chain.
  - Reduced order submission time by 35%.
- **Platform Performance & Data Integrity:** Standardized enterprise reporting frameworks to enforce data quality and accelerate executive decision-making.
  - Drove the technical investigation and benchmarking of inefficient SQL queries, managing the optimization effort that reduced corporate reporting runtime for key executive reports by over 50%.
- **Operational Process Automation:** Instituted a new automated logistics planning process, improving forecast accuracy by 1,000 basis points and reduced cycle time from hours to minutes.

Reebok International | EDI (Electronic Data Interchange) Program Manager Canton MA

2001 – 2005

- **National EDI Program Governance:** Directed enterprise-wide EDI program spanning five apparel and footwear brands, mitigating downstream logistics risk by aligning and standardizing retailer expectations on ship windows across Logistics, Compliance, IT, and Vendor teams.
- **Compliance & Risk Automation:** Developed and implemented repeatable EDI compliance frameworks across all five brands, standardizing data protocols and automating order-to-ship processes.
  - Improved logistics and compliance processes, eliminating exposure to over \$1M in potential annual chargebacks.

## EDUCATION

B.A., Computer Science (Business Minor), State University of New York College at New Paltz, 1993