

# DENNIS F. NOTO

7370 Talon Trail || Parker, Colorado 80138 || (720) 236-2541

[dennisnoto@gmail.com](mailto:dennisnoto@gmail.com) || <http://dennisnotojr.com> || <https://www.linkedin.com/in/dennisfnoto>

## SUMMARY

---

A visionary and highly accomplished IT Executive with demonstrated skills in product strategy, enterprise infrastructure architecture, platform design and integration, software development, SSAE16/SOX/FDIC/FINRA compliance, mergers and acquisitions, vendor and contract management, Agile software development methodologies, and strategic planning. An enterprising and forward-thinking leader who utilizes creativity to deliver products that drive corporate vision, values, and growth. An inspirational change agent driving innovation, building industry-leading solutions, and accelerating engagement, motivation, and productivity.

## CORE COMPETENCIES

---

**Organizational/Culture Development**  
**Facilities Management**  
**International Development/Operations**  
**Cloud Infrastructure**  
**ISO/ITIL Best Practices**  
**Product Development**  
**Agile Project Management**  
**Mission Critical Transaction Systems**  
**Software/Delivery Configuration Management**  
**Quality Assurance**  
**Data Center Operations**  
**Advisor/Investor/Retail/Retirement Systems**  
**Trading/ Portfolio Management Systems**  
**Model/Rebalancing Systems**

**Web/Mobile/Hybrid Architecture/Development**  
**Machine Learning – NLP, NLU, Recurrent models**  
**AI services - IBM Watson, Google, AWS LEX, MS LUIS**  
**Enterprise Applications/Systems Development**  
**Enterprise/SOA Architecture**  
**Network/Voice Architecture**  
**Security Architecture/Development – PII/PCI/GDPR**  
**Omni-Channel Virtual Assistant Architect/Development**  
**Microservices Orchestration Design/Development**  
**Relational/NoSQL Database Design/Deploy**  
**Enterprise Container Mgt – Docker, Kubernetes, DCOS**  
**FinTech Integrations – Banking, Insurance, Wealth**  
**Business Intelligence Systems**  
**Brokerage/Back-Office Financial Systems**

## EXPERIENCE

---

GETSWIFT, Denver, Colorado

**Chief Technology Officer**, 2018 to Present

Leading a publicly funded startup to maturity by building a global product development organization with agile delivery teams deployed world-wide in several continents. Advancing revenue through visionary product and technology leadership that has redefined cloud-based logistics software-as-a-service by leveraging advanced routing/dispatching algorithms, Geo-Fencing automation, Big Data/Distributed NoSQL Analytics, AI/NLP virtual assistants within redundant enterprise container-driven auto-scaling internationally deployed Kubernetes clusters. Responsible for several acquisitions that has turbocharged revenue by penetrating several industries: deliver/dispatch, scheduling, and custom designed ecommerce systems. Dennis optimizes business operations, software development, and cloud infrastructure to produce enterprise class service through a consolidated EPMO agile based strategy.

- Negotiated deals from cloud providers capturing \$1 million in funds for product innovation and “Lift-and-Shift” from AWS to Google resulting in a 51% (\$1.5 million) per year of savings.
- Built Cloud-based routing and dispatch algorithms leveraging Valhalla open source routing engine to handle several million deliveries per month.
- Designed geo-fenced scheduled delivery routing services to drive automatic route building analytics to power driver delivery services.
- Deployed world-wide auto-scaling micro-service Kubernetes clusters to set a new bar for cloud enterprise architecture patterns.

IBM, Denver, Colorado

**Executive Architect/CTO Role, Watson Cognitive Enterprise Solutions**, 2016 – 2018

Advising C-suite executives of Fortune 500 companies to build cognitive AI solutions with natural language processing, machine learning, and content analytics to redefine the customer experience. Driving transactions via voice and text chat interfaces through human conversations to revolutionize service engagement. Responsible for designing business/technology architecture to harness IBM’s Watson Cognitive technology across all sectors(FinTech(Banking/Insurance/Wealth), HealthCare, Retail, Industrial) of IBM. Manages a large matrix team to design/implement enterprise solutions and direct innovation/strategy for large(1B+) clients. Currently Dennis sits on the Architecture Committee, Technical Risk Assessment Team, and advises IBM development on new product requirements and solutions. On the implementation side, Dennis oversees agile teams consisting of architects, developers, analysts, QA, Project/Scrum leaders while managing large enterprise infrastructure organizations both in the US and abroad.

- Developed the Universal Conversation Gateway Platform which features 20+ Omni-channel front-ends that leverage a micro-service Internet of Things orchestration engine built in a Docker container deployed on Kubernetes Clusters:

- Generated 20M of revenue in the first two quarters of operation.
- International standard for Watson Virtual Assistants, currently in production at large FinTech companies (Quicken Loans, First Data, Regions Bank, MetLife, Liberty Mutual, AT&T)
- Regions Bank, **Reggie** virtual assistant handles 22% of call center volume, 331K calls answered, 57K hours annual reduction, 6-minute deduction in wait times which yielded \$5.2M PV cost reduction and capacity improvement.
- First Data handed over a 40-minute conversation to upgrade POS terminals to Watson. TLS/SSL POS OS upgrade would have required First Data to hire 500 additional call center personnel, Watson not only handled the capacity requirement with an added benefit of unburdening current staff. Realize savings of \$15M annual labor expense.

LPL FINANCIAL, Charlotte, North Carolina

**Senior Vice President, Enterprise Architecture, Product, and System Integration, 2015**

Oversaw company's advisor/investor platform, handling overall strategy for product development, enterprise architecture, strategic integrations, and enterprise data management. Consulted with EVP/managing directors of business strategy to evaluate, design, and execute technology roadmaps, driving future revenue growth, increasing client relationships, and promoting excellent customer experiences. Provided direction into company acquisitions, information security, SOA transformations, mobile experience, software development, and project/product management. Developed business and technology strategy to deliver RoboAdvisor system for 14,000+ advisors.

- Drove technical/functional Gap Analysis on top 5 (Future Advisor, Jemstep, SIGFIG, Motif, Riskalyze-Autopilot)
- Integrated into BETA/BranchNet/ClientWorks/E-Money for robo accounts, transactions, statements, billing, and reporting.
- Led business AIS EVPs to help evangelize algorithmic investment management solution
- Designed service-oriented architecture (SOA) blueprint for enterprise development, utilizing TIBCO BusinessWorks.
- Developed technology roadmaps based on business capability model, driving a \$200M technology budget.

TRUST COMPANY OF AMERICA, Centennial, Colorado

**Chief Information Officer, 2010-2014**

Managed information technology, covering software development, strategic product innovation, SDLC/Agile/Waterfall methodologies, and project delivery/support for mission critical advisory and brokerage systems. Oversaw product development, software development, quality assurance, project management, application/network architecture, IT governance, information security management, and datacenter management. Provided leadership in strategic decisions to drive revenue by creating and executing visionary roadmaps with input from CEO, CFO, COO, CCO, and sales/marketing teams. Utilized new technologies to build products, setting company ahead of competition by creating personal user experience across mobile computing and winning CIO Magazine's Innovation Award.

- Acted as information security officer, handling all IT audit requirements presented by advisor, brokerage, and banking regulations to satisfy FDIC, state, GLBA, and SOX compliance.
- Restructured infrastructure by migrating VoIP/call recording systems, exchange, and video conference services to cloud infrastructure, streamlining expenses, enhancing business continuity, and accelerating information technology productivity.
- Delivered functionality on "any piece of glass," with apps in iTunes, Google Play, and Windows' App Store, personalized for each advisor.
- Revolutionized customer experience by leading company through business/technology reengineering project, optimizing graphical applications and using Apple UX techniques for web-based applications.
- Designed mobile architecture to span all leading tablet technologies by leveraging key technologies to drive hand gestures via tablet rendering engines.
- Led company to satisfy cost basis requirements with innovative thinking, leveraging outside tax law firm with internal product development, as well as collaborating with architects/programmers to develop internal engine to satisfy all tax requirements presented for equity and mutual fund-traded securities.
- Replaced Waterfall software development process with collaborative Agile methodology, yielding better product definition, better time management, and more production-ready packages.
- Spoke nationally on customer experience and strategic vision for implementing web and mobile technologies, consulting with Presidents/CEOs on how CX impacts revenue.

COMPUTER RESEARCH, INC., Westminster, Colorado

**Chief Information Officer, 2006-2010**

Developed and supported brokerage and advisor systems, powering front- and back-office processing for Scottrade.com. Oversaw application development, product/project management, software configuration management, quality assurance, and infrastructure management. Redeveloped 4,000,000-line brokerage system to interject technology into legacy platform.

Completed software modernization, including normalized relational SQL databases, service-oriented architecture, web portal user interface, time series data warehouse, and business intelligence reporting system.

Redesigned legacy applications, using modern SQL functionality, software engineering standards, web technology standards, and design automation tools to unlock performance capabilities and allow trade processing to reach millions of trades per day. Led product innovation to design key systems for Scottrade by building talented technology teams in development, project/product, and SCM to compete in intense brokerage and advisor services industry. Implemented development capacity resource system to match project milestones for IT management decisions on maximizing software development allocation process.

- Designed architecture to integrate legacy platform and modern SQLIO interfaces to leverage normalized relational DB2 database.
- Developed service layer enablement to allow brokerage functions to communicate with web services on remote platforms.
- Architected key integrations with Metavante and Scivantage to handle banking and cost basis tax functionality to broaden system functionality breadth of services.
- Implemented business intelligence reporting system, using enterprise service bus technology, delivering real-time business dashboards for key business operational decisions.
- Created push button automation to build source code and database schemas, reducing manual database programmer development by 80%.
- Accomplished removal of mainframe-native database functions without code in 99.8% of 1,300 business logic programs to access completely redesigned database.

---

#### ADDITIONAL EXPERIENCE

---

ADP CORPORATE, Roseland, New Jersey, **Vice President, BSG Data Center Operations and System Control**, 2005-2006.

Built primary switchable command center for new datacenters. Reduced budget by \$900,000 and streamlined operations workload to handle additional responsibilities by more corporate divisions. Consolidated hardware usage by 50%, utilizing virtual desktop/server software. Organized corporate-wide problem and incident tracking system for all company technology and operations groups, spanning brokerage, payroll, auto dealer, and claims divisions. Developed service-level agreements between New Jersey and international-based operations groups to maximize problem escalation and incident management.

ADP/SECURITIES INDUSTRY SOFTWARE CORPORATION, Wheat Ridge, Colorado, **Vice President, Processing Services**, 2001-2005.

Achieved savings of 50% on monthly expenses; 312% increase in performance capability; and rise of client availability from 75% to 99.9%. Increased application processing 295% and system availability ten times over MTBF of E10000. Migrated UNIX datacenter processing from centralized Sun E10000 to decentralized fleet of IBM AIX pSeries boxes to cut monthly expense run rates 25%. Developed architecture for three-tier web application across two datacenters to expedite \$20,000,000 in yearly revenue two years earlier than planned. Deployed service bureau of 100 clients, producing 750,000,000 trades per day via several billion transactions processed through real-time and batch processing.

**Senior Director, Tandem Systems, Open Systems, Networks, Database OPS, and RTSC**, 1993-2001.

Saved three years of development time for 60 programmers, equating to \$10,000,000 in saved labor expenses. Directed systems department to build intercept library between developer's code and operating system, invoking OS parameters to utilize high-pin processing; implemented in three months, allowing COBOL programmers to leverage new hardware without changing code. Reduced staff by 30% and monthly run rates by 40%. Consolidated regional datacenters containing mainframe systems into central location. Built disaster recovery program for division, featuring client pricing model, real-time replication, independent financial auditing, and hot site located in IBM's BRS Center.

**Director, Systems Networks**, 1989-1993. **Manager, Systems**, 1988-1989. **Senior Programmer, Systems**, 1987-1988.

---

#### TECHNICAL SKILLS

---

**Artificial Intelligence:** IBM Watson platform, Google Assistant/Dialog Flow, Amazon Lex, Natural Language Processing via Machine Learning Models, STT/TTS Language modeling,

**Container technology:** Kubernetes, Mesosphere DCOS, Docker, Docker Swarm,

**Platforms:** HP NSK, IBM Z9, IBM AIX pSeries, IBM iSeries, Microsoft Server, HP-Integrity, AS/400, DEC Alpha, Virtual Tape, IVR, CISCO Routers/Switches/Firewalls, Sun E10000, IBM DS8000, EMC/Clarion, NetApp, Intel

**Financial Platforms:** ADP/Broadridge Brokerage Platform, Scottrade Brokerage/Advisor System, Trust Company America Model Processing/Trading/Rebalancing System, Securities Industry Software platforms (Advantage, POSSE, Core BPO)

**Cloud; I/P/SaaS:** Bluemix, Cloud Foundry, AWS/EC2, Google App/Compute Engine, Azure, Linode, IBM/Softlayer, Mule, Talend, TIBCO, Object Mass Storage, Direct Link, MongoDB, Cloudant, Redis, Salesforce.com

**Software:** Cloudant, Mongo, DB2, UDB2, Sybase, mSQL, NonStop SQL, Transmission/Automation Systems, IBM AIX, HP/UX, IBM MQ, Remedy Helpdesk/Change Management/Inventory, REDHat, Linux, Solaris, HP OpenView, J2SE/J2EE, BEA Tuxedo, Web Logic, WebSphere, VMware ESX, Nonstop Kernel/OSS, Enterprise Schedulers, WordPress, Drupal, iOS, Android

**Programming:** Java, JavaScript, Groovy, HTML, CSS, XML, C, C#, C++, ObjectiveC, Pascal, TAL, PHP, Perl, Delphi, SAS, Shell, Visual Basic/C, SQL, Sybase Stored Procs, MSSQL Stored Procs, Object Pascal, COBOL, Fortran, Assembler

**Integration Partners:** Black Diamond, Redtail, Advent, FinFolio, FolioDynamix, Docusign, Morning Star, FinanceLogix, Albridge, Fiserv, Broadridge, ADP, Opturo, Scivantage, Metavante, WallStreet Concepts, DTCC, NSCC, FundServ, BONY, Pershing, TD, BOA, LPL, Fidelity, Charles Schwab, Chase, Citibank, Visa, NASD, NYSE, Pacific Stock Exchange, CBOE

## **EDUCATION**

---

THE UNIVERSITY OF OKLAHOMA, Norman, Oklahoma

**B.S., Computer Science; Minor in Management Information Systems, 1986**

## **CERTIFICATIONS**

---

ISO 9001/27001/SSAE 16, 2001

Vendor/Contract Management, 1995

Redundant/Fault-Tolerant Enterprise Computing, 1990