

DOUGLAS ROSS

Technology Executive | Technical Director & Principal Enterprise Architect | People & Organizational Leader

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Proven technology executive with 15+ years driving digital transformation and revenue growth for Fortune 500 enterprises. Expert in building high-performing technical teams, architecting enterprise-scale solutions, and developing the talent pipelines that sustain organizational growth. Combines deep hands-on technical fluency — spanning system architecture, full-stack development, and GenAI implementation — with a demonstrated track record of growing individuals, enabling matrixed teams, and shaping technical strategy at the organizational level. Seeking a Director-level people leadership role where technical depth and strategic vision can drive team performance and business outcomes in equal measure.

CORE COMPETENCIES

People Leadership & Talent Development | Strategic Planning & Execution | Enterprise Architecture | AI/ML & GenAI Implementation | Customer Success & Retention | Operational Excellence | Digital Transformation | Program & Delivery Management | Cross-Functional Stakeholder Alignment | Adobe Experience Manager / Document Cloud / Creative Cloud

PROFESSIONAL EXPERIENCE

Technical Director, DME Professional Services

Jul 2024 – Oct 2025

Adobe Inc. | *Document, Creative Cloud, Firefly & GenAI Professional Services*

- ▶ Directed and matured technical approaches utilized across Firefly, GenAI, Document Cloud, and Creative Cloud professional services teams, ensuring global alignment of consulting practices across multiple business units
- ▶ Led direct reports and matrixed team members — including engineers who reported to me during project engagements — driving progress, resolving technical and delivery challenges, and maintaining team and project alignment across complex enterprise accounts
- ▶ Enabled customer adoption, integration, and successful deployment of Adobe generative-AI and creative technology services through hands-on technical leadership and cross-team collaboration at the consulting practice level

Director, Principal Architect & Lead Enterprise Architect

Dec 2020 – Dec 2023

Adobe Inc. | *Success Services — Document Cloud & GenAI*

People Leadership & Organizational Development

- ▶ Built, developed, and supported two customer-facing teams within Adobe Customer Success — establishing base engagement methodologies, operational frameworks, and the enablement programs that scaled team capability across North America
- ▶ Created enablement programs for employees seeking to grow into AEM or Customer Success architect roles; the AEM program was adopted as the official internal training standard for Adobe AEM consulting org-wide
- ▶ Mentored senior technical leaders through career transitions and promotions, serving as a consistent development partner across organizational levels
- ▶ Developed standardized technical interview assessments for AEM consultant hiring — adopted org-wide as the standard evaluation methodology

Strategic Impact & Revenue Performance

- ▶ Supported programs retaining more than \$500M in yearly Adobe revenue through architectural leadership, engagement methodology design, and rapid-response customer support frameworks
- ▶ Developed a rapid-response team specializing in zero-dollar engagements for renewal-risk accounts, contributing to \$100M+ in additional annual risk mitigation
- ▶ Collaborated with product and operational teams to surface adoption challenges and recommend targeted enhancements, directly influencing the product roadmap

Innovation & AI Leadership

- ▶ Launched an innovation program identifying, prototyping, and facilitating new tools, processes, and integrations to increase customer platform adoption and expand API revenue

- ▶ Spearheaded AI-driven transformation initiatives for Fortune 100 customers — designing scalable creative workflow solutions and developing custom AI tools including Figma plugins and cloud-deployed services on AWS and Azure

Principal Consultant, Adobe Experience Manager

Feb 2016 – Dec 2020

Adobe Inc. | *Enterprise Consulting*

- ▶ Led strategy and execution for 7+ multi-million-dollar AEM implementations for Fortune 100 companies in travel, healthcare, and financial services — driving alignment across senior Adobe, partner, and customer leadership throughout
- ▶ Co-architected and launched a Consulting-as-a-Service platform positioning Adobe among the top 4% of professional services providers globally, achieving 90%+ attach and renewal rates, 151% higher deal sizes, and 61% increased license consumption
- ▶ Delivered official AEM developer and system administrator certifications on behalf of Adobe Learning Services; collaborated with ALS to develop and deliver custom partner training for Accenture's India AEM team
- ▶ Established rapid deployment methodology achieving 80%+ customer launch success within first 90 days of engagement

AEM Engineer & Team Lead

Feb 2024 – Jun 2024

Virtual Workgroup Technologies Corporation | *Contract — U.S. Marshals Service*

- ▶ Led a development team contracted to the U.S. Marshals Service on a multi-year digital forms conversion initiative — meeting with key stakeholders to identify and refine requirements, and providing enablement for team members on the AEM Forms platform
- ▶ Designed interactive PDF forms and developed Adobe Workbench workflows to streamline and globalize form processing; architected reusable workflow steps to reduce deployment complexity across the engagement

Adobe AEM Consultant

Jul 2015 – Feb 2016

Independent Consulting

- ▶ Architected and directed client resources in AEM implementations; developed components, templates, product extensions, and integrations while strategizing with customers on purchase and implementation planning
- ▶ Served across multiple project roles — technical architect, developer, lead developer, engagement manager, and account manager — building the ability to navigate technical, business, and stakeholder dimensions simultaneously

Engagement Manager & Director, Product Development

Oct 2014 – Jun 2015

Xumak LLC

- ▶ Managed agile delivery teams of 3–10 across 20+ enterprise accounts — overseeing prioritization, customer alignment, and milestone reporting for web software implementations focused on AEM and Magnolia CMS
- ▶ Directed a team of 5 as head of product development, overseeing development of XumaK's proprietary AEM composing library and infrastructure deployment framework
- ▶ Partnered with ElasticPath eCommerce on their new micro-service architecture; developed hybrid delivery methodology integrating agile practices with enterprise contract requirements — adopted across client engagements

Senior Consultant

Jul 2010 – Oct 2014

Xumak LLC

- ▶ Provided development and architectural expertise for AEM implementations across all versions from CQ 5.3 through AEM 6.4; led performance testing and stabilization efforts for authoring and publishing environments
- ▶ Delivered official AEM developer and system administrator trainings on behalf of Adobe Learning Services; developed and delivered custom partner training for Accenture's India AEM team in collaboration with ALS
- ▶ Facilitated support communications and resolutions between enterprise customers and Adobe support teams; contributed to identification and resolution of multiple product-level bugs

EDUCATION & CERTIFICATIONS

B.S. Business Administration & Management | California State University, Bakersfield | 2003–2008

Director of Upper Division Studies, Associated Students Inc.

Adobe Certified Expert – Adobe Experience Manager Architect (Certified July 2012)

Additional: Adobe Workfront, CompTIA A+ / Network+ | Cisco CCNA | Certified Ethical Hacker / CHFI | ASP.NET Programming

TECHNICAL PROFICIENCIES

Enterprise Platforms: Adobe Experience Manager (CQ 5.x–AEM 6.5), Adobe Document Cloud, Firefly / Creative Cloud, Adobe Analytics, Figma, Elastic Path, Magnolia CMS, Workfront Fusion

AI / Cloud: Generative AI integration & workflow design, AWS, Azure, custom AI tooling, API development & expansion, LLM-based solutions

Development: Java (J2EE, Servlets, JSPs, JCR), JavaScript / Node.js, PHP, HTML / CSS / XML, REST APIs, OSGi, Apache Sling, SQL / MySQL, Git / SVN

Architecture & Operations: Enterprise architecture design, systems integration, performance testing & stabilization, agile delivery, program management, SOW development, Linux / Unix / Windows Server

References and extended portfolio available upon request