

LISA WEBB

Fractional CIO / CTO | Enterprise Technology Leadership | Digital Transformation

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EXECUTIVE SUMMARY

Senior technology executive with 20+ years of CIO/CTO-level leadership across financial services, eCommerce, retail, and logistics. Brings immediate, senior-level impact to organizations navigating transformation, leadership transitions, or high-stakes technology initiatives — with a consistent record of entering complex environments and delivering measurable results fast.

Specializes in entering underperforming or leaderless IT environments and rapidly stabilizing, modernizing, and aligning technology with business growth. Brings board-level communication, P&L accountability (\$2.3M–\$10M+), and a record of delivering measurable results — from AI program launches to full digital transformations — on compressed timelines and constrained budgets.

WHERE I DELIVER VALUE

- ▶ **Interim IT Leadership:** Step into CIO/CTO gaps — planned departures, sudden exits, or periods of transition — and provide day-one continuity for teams, vendors, and the board.
- ▶ **Technology Assessments & Roadmaps:** Audit existing technology investments, identify inefficiencies, and deliver a prioritized, business-aligned roadmap within weeks.
- ▶ **AI Strategy & Implementation:** Build enterprise AI programs from the ground up — governance, intake, risk assessment, and executive-ready strategy. Two tools launched in ~7 months at BFSFCU.
- ▶ **Digital Transformation:** Evaluate, redesign, and execute technology modernization across departments — including Agile/DevOps adoption, PMO buildout, and application rationalization.
- ▶ **M&A Technology Support:** Integration planning, technology due diligence, and platform consolidation. Proven at FreightHub (acquired by Hudson Capital).
- ▶ **PMO & Governance:** Establish or rescue project management functions — Architecture Review Boards, Change Advisory Boards, portfolio dashboards, and delivery frameworks.
- ▶ **Team & Vendor Optimization:** Assess and restructure internal teams, renegotiate vendor contracts, and right-size technology spend.

CORE COMPETENCIES

AI Strategy & Implementation	Fractional / Interim CIO/CTO	Digital Transformation
Agile & DevOps Leadership	M&A Technology Integration	Board & C-Suite Advisory
PMO Design & Governance	IT Investment Strategy	Change Management
Enterprise Architecture	Vendor & Contract Management	Governance, Risk & Compliance

ENGAGEMENT MODELS

- **Fractional CIO/CTO:** Ongoing part-time executive leadership — typically 10–20 hrs/week — providing strategic IT oversight, team leadership, and board-level reporting.
 - **Interim CIO/CTO:** Full-time engagement for a defined period to cover a leadership gap or lead a critical initiative through completion.
 - **Project-Based:** Scoped engagements for technology assessments, AI program buildouts, PMO launches, or M&A integration support.
 - **Advisory / Board:** Strategic counsel for founders, boards, and PE/VC-backed companies evaluating technology investments or transformation risk.
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SELECTED ACCOMPLISHMENTS

Bank Fund Staff Federal Credit Union | Washington, DC

Vice President, Information Technology — Product Management, Engineering & PMO

2020 – Present

\$6.5B Credit Union | ~400 Employees | Reports to CIO | \$5M OpEx + \$4M CapEx | 50 Staff

- ▶ AI Program (Ground-Up Build): Entrusted by CIO/CEO to design and launch the enterprise AI program — including ELT-approved strategy, intake process, risk framework, and executive briefings. Two internal AI tools deployed in ~7 months with full cyber/data/risk assessments.
- ▶ Governance & Efficiency: Established Architecture Review Board and Change Advisory Board to eliminate infrastructure redundancy and improve investment decisions. Reduced operational inefficiencies by 30%.
- ▶ Financial Discipline: Overhauled IT budgeting, resource forecasting, and portfolio management. Improved project execution by 35% and reduced unplanned expenditures.
- ▶ Team Transformation: Rebuilt IT delivery model from the ground up — redesigned roles, launched Agile PMO, and elevated IT from a cost center to a strategic business partner. Resulted in promotion to VP.

FreightHub (Acquired by Hudson Capital) | New York, NY

Chief Information Officer

2017 – 2020

\$4M eCommerce | 60 Employees | Reports to CEO | 50 Onshore/Offshore Staff

- ▶ M&A-Ready Transformation: Designed and deployed an integrated CRM solution across 10 departments in six weeks — automating workflows, improving sales forecasting, and strengthening acquisition positioning.
- ▶ eCommerce Platform Rescue: Following a failed initial launch, led competitive analysis, prototype development, Board approval, and engineering of a beta release — launched in 90 days and directly supported the company's successful acquisition.

ADP | New York, NY

Director, Program Management & Engineering Operations

2016 – 2017

\$18B HCM Company | Reports to CEO of ADP R&D | \$10M Portfolio | 30-Person Team

- ▶ Agile Transformation at Scale: Assessed engineering inefficiencies across 30 development teams, standardized Scrum framework, and introduced real-time performance tracking. Reduced time-to-market by 30%.
- ▶ Portfolio Governance: Designed enterprise-wide portfolio management with executive dashboards tracking project health, budget, and ROI across multiple product lines.

Macy's | New York, NY

Director, Technology — Private Brands Division

2015 – 2016

\$24B Retail Corporation | \$10M OPEX / \$15M CAPEX | 60 Employees

- ▶ PMO Buildout: Established the IT PMO for a \$24B division — standardized intake, prioritization, and delivery, enabling data-driven resource allocation and executive visibility.
- ▶ Application Modernization: Oversaw retirement of legacy platforms and introduction of scalable systems. Reduced vendor spend through strategic contract renegotiation.

EDUCATION & CREDENTIALS

Master of Arts, Information Systems | DeVry University, Keller School of Management

Master of Arts, Sociology | University of Kentucky

Bachelor of Arts, Sociology | University of Kentucky

Certifications: PMP • Certified Scrum Master (CSM) • Certified Scrum Product Owner (CSPO) • SAFe Agilist • ITIL v3 Foundation • Six Sigma Yellow Belt