

### **Culture Fit:**

Daniel is an experience IT leader with over 15 years of experience leading very successful infrastructure and application teams. *As an early career network engineer, he supported large 24/7 IT support operations teams before moving technology leadership roles for both enterprise environments and start ups. He was highly recruited out of Cox Communications after six years to RackSpace as Director of Application Support and led a team of IT professional responsible for supporting IT systems across most of their enterprise applications to include CRM, billing and ticketing. He has had as many as 16 direct reports (65 indirect) and project scope exceeding \$15 million.*

**Opt2vue:** [Daniel Spratlen Video Link](#)

### **Core Client Criteria:**

As the Director at WP Engine he led teams responsible for over 5,000 cloud servers, 2,500 cloud load balancers, and 3,000 cloud based storage volumes. *Under his leadership, the start up organization experienced over 240% revenue growth and grew their net customers base by 160%.*

While at Rackspace he led cross-functional Salesforce analysis to gauge effectiveness of their Salesforce implementation as well as sales processes and procedures. *Daniel's efforts identified several strategic areas for improvement that resulted in major efficiencies, cost savings and increased sales.*

- BBA Management Information Systems – University of Georgia
- SSGB - Six Sigma Green Belt

### **Reference Quote:**

Daniel is an outstanding senior leader with a strong knowledge of enterprise systems and applications in a variety of domains, enabling him to enter new, complex situations and immediately achieve positive results. I partnered directly with Daniel on several key IT business initiatives that crossed organizational, functional, and political boundaries. He continually seeks win-win solutions for the business, keeps current with emerging enterprise technologies, and drives successful (and measurable) business outcomes.

**Wendy Shepperd** – VP of Engineering – All Clear ID



## DANIEL SPRATLEN

### SUMMARY

Accomplished senior IT leader with a track record of success in the communications and technology industries. Adept at leading operations and development teams in both enterprise and carrier grade environments supporting customer-facing business-critical infrastructure and applications. Key strengths include:

- Team Leadership / Coaching / Mentoring
- Public / Private Cloud Environments
- DevOps
- IT Systems Analysis and Design
- Offshore Staffing Extension / Outsourcing
- Six Sigma Process Improvement
- Oracle BRM Operations
- Salesforce

### PROFESSIONAL EXPERIENCE

**WP Engine, Inc. – Austin, TX**

**2014-Present**

#### **Director, Technical Operations**

*WP Engine is the industry leader in managed WordPress hosting, providing best-in-class customer service using innovation-driven technology. More than 40,000 customers in 120 countries have chosen WP Engine for their mission-critical WordPress hosting needs.*

- Grew Technical Operations team of five to an organization of 20 technology professionals.
- Lead the Technology Operations teams responsible for operations and systems engineering of 3,000+ cloud servers running WP Engine's technology platform. Technical Operations teams include 24/7 Infrastructure Support, Systems Engineering, DevOps, and Security.
- Responsible for annual hosting budget of approximately \$7M across multiple cloud infrastructure providers.
- Manage relationships with cloud infrastructure providers and SaaS vendors used in WP Engine's ecosystem.
- As a member of the Senior R&D Leadership team, participate in strategy development and implementation and provide technology support to achieve growth of almost 100% each year.
- Led teams responsible for moving WP Engine's cluster-based Infrastructure to the cloud, enabling significant growth of our enterprise customer base.
- Partner with WP Engine Legal team to review enterprise customer contracts.
- Partner with Sales team on high-profile customer relationships.
- Participate in strategy discussions with executives across the business.

**RACKSPACE, INC. – San Antonio, TX**

**2011-2013**

#### **Director, Application Support**

*Rackspace is a leading global provider of traditional, cloud, and hybrid computing services for customers ranging from small businesses to large enterprises.*

Lead a lean team of IT professionals responsible for supporting IT systems across several functions including CRM, ticketing, billing, marketing, and sales.

- Established DevOps team within Rackspace IT allowing a team to efficiently support the rollout, within six months, of a new billing system for Rackspace Public Cloud services.
- Migrated multiple internally-developed applications to Rackspace Public Cloud infrastructure providing a proof of concept for customer migrations to a public cloud environment.
- Built relationships with several key business-unit leaders which improved IT and BU communication and collaboration.



- Directed / developed another lean team focused on development and support of Rackspace's Salesforce platform.
- Led cross-functional Salesforce analysis to gauge effectiveness of Rackspace's Salesforce implementation as well as sales processes and procedures. This effort identified several strategic areas for improvement to result in efficiencies, cost savings and increased sales. Earned senior management buy in and approval across the business.
- Supported existing and new SaaS applications with a lean team of IT professionals, rolling out an enterprise-grade SaaS file-sharing and collaboration platform in less than three months.

**COX COMMUNICATIONS, INC. – Alpharetta, GA**

**2001-2011**

**Senior Manager, Service Operations (Oct 2008-Sep 2011)**

*Cox Communications is the nation's fourth-largest cable provider, providing residential and business-class telephony, Internet, and video services to over seven million customers in 14 markets.*

- Mentored, coached, and directed an organization of five managers and 70+ employees, on shore and offshore, responsible for the 24/7 operations and support of critical customer-facing services for high speed Internet, digital telephone, video, and business applications with up to three million customers. Consistently achieved application availability of 99.9% or better.
- Directed teams responsible for operations of all data center networking including Ethernet switching and load balancing as well as Fiber Channel storage networking in 14 data centers nationally. Total number of Ethernet ports exceeded 5,000.
- Directed team in charge of all storage and backup engineering and operations with more than 10 petabytes of total storage supporting enterprise IT and customer facing systems.
- Built and developed the IT operations team responsible for the rollout of billing and provisioning systems supporting the launch of Cox Wireless products, utilizing Oracle Communications Suite for provisioning, billing, and CRM.
- Planned and administered an annual capital and operational budget of more than \$10M.
- Conducted transfer of multiple responsibilities to offshore resources, freeing up onshore resources to handle additional work and delivering cost savings of \$800K annually.

**Manager RDC Operations (Nov 2005-Sep 2008)**

Led, coached, and mentored a team of six system administrators responsible for more than 300 high availability DOCSIS provisioning servers deployed nationally, supporting approximately three million high-speed Internet customers

- Led team responsible for deploying and supporting Cox's national VoIP deployment including systems for secure provisioning and billing of VoIP phone calls.
- Responsible for deployment and operations of several new products and services for Cox High Speed Internet including self-install, interactive television, and PCMM (cable modem technology).
- Led initiative to improve application availability for eight key applications to 99.9% or better.
- Successfully negotiated a \$1.2M annual savings in maintenance and support fees from a single vendor.
- Collaborated with internal and external counsel as well as other company departments to successfully defend against a patent infringement lawsuit.



**Linux Systems Engineer, Internet Services Engineering Group** (Nov 2004-Oct 2005)

**Systems Administrator, DHCP Servers** (Nov 2002-Nov 2004)

**Systems Technician, Data Operations Group** (Nov 2001-Nov 2002)

#### **EDUCATION**

**BBA, Management Information Systems**

Terry College of Business, University of Georgia, Athens, GA

#### **CERTIFICATION**

Six Sigma Green Belt, 2004