EDWARD KAPUSCINSKI

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An experienced business and technology leader with deep platform experience in web CMS technologies like Sitecore, development methodologies and international team management. I have spent over a decade leading and growing practices at companies across the size spectrum, from small agencies through global consulting firms.

PROFESSIONAL EXPERIENCE

October 2024 – Current – Freelance Consulting

- Assisted a growing digital agency with delivering a Sitecore modernization project for a large health system including migration from Sitecore XP to Sitecore XM.

- Developing Drupal based solutions for historical preservation organizations. These solutions are part of an overall program to modernize organizations to serve modern "Digital Native" populations while continuing to serve legacy stakeholders.

October 2024 – Now – D&HR Historical Society

Digital Strategy & Operations Consultant
Digital Strategy, Web & Generative AI Software Development

- Developed a digital-first business model for niche hobby publishing organizations.

- Implemented a Drupal & Patreon powered monetized web experience

- Developed content publishing workflow management software using Next.JS deployed to Vercel using the V0.dev GenAI powered IDE.

September 2018 – October 2024 – TA Digital / Credera

Senior Director
CMS Practice Leadership

- Lead a 100 person multi-million-dollar international Acquia/Drupal, Sitecore, Optimizely (Episerver) and .NET practice with a footprint in the US, India and Canada. Activities and responsibilities ran the gamut from personnel management, hiring and firing decisions, learning and development planning, and P&L ownership to owning go-to-market strategies and developing cross-practice marketing initiatives.

- Developed, managed and evolved practice go to market strategy and offerings to support it. This involved identifying team capabilities, skills and our company's unique selling propositions and then developing a cohesive narrative around them to compete in a crowded marketplace.

- Aligned team skills with current and anticipated market needs. The role was the owner of what curriculum was necessary for the team needed to remain competitive in our market. The curriculum involved both platform specific "hard skills" (such as certifications in new or emerging technologies) and "soft skills" such as written communication and public speaking.

- Created innovative service offerings to exploit emerging market white space. My deep knowledge of the web CMS space allowed me to identify what service offerings the practice could offer that were unique and could

give us a strong answer for the question "why us?".

- Nurtured partner relationships including combined go-to-market and marketing activities. Being successful in the web CMS space requires partnerships with the companies that provide the products we implement. I owned our relationship with several partners including Sitecore, Optimizely and Coveo. I worked with these partners to identify opportunities where we could build mutual success and execute on them.

- Improved our Sitecore partner tier from Silver to Gold. The practice, despite having a long-standing partnership with Sitecore, was never highly tiered. The relationship I developed with them enabled us to be re-tiered to a partner level that much better represented our capabilities and standing.

- Delivered 50% YoY growth in the Sitecore practice in 2022. This required developing an effective go-to-market strategy, working with our sales and marketing team, and successfully landing new clients while growing our footprint with existing ones.

- Maintained >80% employee retention during and after the COVID-19 pandemic. I created an atmosphere that enabled my team to experience comparatively little turnover during the height of the global COVID-19 related labor shake up.

- Lead the practice through a merger and geographically focused reorganization. I oversaw the practice during the TA Digital merger into Credera. I served on the company's "Change Champions" committee helping to explain the changes that were occurring to former TA Digital employees and advocate for the new company vision.

- Pioneered connecting DXP platforms with Generative AI (GenAI) Technologies including public and private models. I developed tooling that connected Sitecore (both XP and XM cloud) to ChatGPT for content creation and modification purposes. This work became the basis for company marketing with the goal of demonstrating our capabilities, understanding of the product, and alignment with real customer needs.

- Prepared SoWs, Estimates and Proposals for new projects and adjustments to existing engagements. As the practice leader I was responsible for development of artifacts for both pre-sales and post-sales processes. These included estimates, pricing, proposal documents and presentations and statements of work.

September 2015 – September 2018 – NTT DATA Services

Associate Director – Web Content Management
CMS Practice Leadership

- Managed a multi-national team of CMS professionals. My responsibilities included performance reviews, policy enforcement and review, hiring reviews, compensation determinations and work assignments. These responsibilities also included assisting with US and Canadian Visa renewal and amendment processes for team members with L1 and H1B visas.

- Developed go-to-market strategies for the global CMS practice focusing on Sitecore and Sitefinity. I worked with NTT DATA practice and marketing staff to determine offerings and document and share capabilities with our sales teams.

- Reviewed, solutioned and scoped potential projects for new and existing clients. I worked with teams on RFP responses to determine the work that would be required for a project, determine the staffing required for that work, and to determine the costs for that staffing. This work also included writing SOW statements and proposal components.

- Oversaw delivery of client work and provided support for project teams. I reviewed the work of project teams to ensure its quality and provided feedback when warranted and assistance when needed.

- Participated in development of partnership with Progress Software for implementation and support services of the Sitefinity platform. I worked with our larger Customer Engagement practice to establish and maintain a partnership with Progress software to become a certified partner. This enabled our team to support clients who used Sitefinity and added a new service line to a large existing client contract.

Senior Sitecore Architect
Sitecore CMS Implementation Planning, Support and Project Leadership

- Provided architectural planning and ran the technical implementation (including integrations with external translation vendors and significant content migration) for the multi-lingual multi-market NTT DATA Services marketing website at us.nttdata.com (US), ie.nttdata.com (Ireland), in.nttdata.com (India), mx.nttdata.com (Mexico), ca.nttdata.com (Canada), and de.nttdata.com (Germany).

- Formulated and communicated plans for implementation of large-scale web properties for international clients (ex. Kleenex.com) in Sitecore.

- Lead the development efforts of NTT DATA's Sitecore Helix based project accelerator.

- Participated in proposal development for potential clients including estimation, solution development and in-project pitches.

May 2006 – September 2015 – The Berndt Group, Ltd.

Manager of Development Standards and Senior Engineer
Content Management System Implementation & Web Application Development

- Managed the technical department of a national, full-service digital agency during the absence of the Technical Director. In this role, I performed resource planning, budgeting and general management of a ten person department that consisted of full time employees and subcontractors.

- Developed, documented, trained staff and monitored compliance for company practices for cross-platform and full cycle web development and maintenance in a full service digital agency. The policies and practices developed and promulgated brought down development costs, ensured high product quality and consistency, and significantly lowered company overhead. These efforts have allowed the company to execute on larger, more complex projects while retaining existing staffing levels.

- Participate in new business activities, including marketing efforts, project proposals, estimates and bidding, and new client pitches. This work has taken a number of forms, including regular writing for the company's blog (http://www.berndtgroup.net/thinking/blog?author=Ed+K), developing project estimation formulas, representing the company at conferences and events, preparing estimates for projects, and participating in pitch and other meetings with potential clients.

- Writing requirements and architecture documentation for enterprise web content management system (CMS) and search implementations. This documentation is developed by mapping approved strategy, wireframe and design specifications to third party product functionality and custom ASP.NET development. The documentation includes information about all technical aspects of the project from server architecture, web page component functionality, website personalization configurations, multivariate testing capabilities and strategies, regulatory compliance (PCI-DSS, FISMA, etc…) This process is a key part of the company's core business of developing websites for clients that both meet client needs and fit within project budgets.

- Lead teams performing technical implementations of CMS systems. This work is primarily done in ASP.NET around Sitecore CMS, but others have been used over the years, including Ektron CMS 400.NET, Umbraco, OpenText's RedDot and LiveServer (later renamed), Crownpeak, Rhythmyx Percussion and ExpressionEngine. These implementations include all aspects of ASP.NET development and deployment, including coding, systems integration (such as third party association management, CRM and event management systems) testing (both functional and performance) and deployment. My roll in these implementations includes both hands on development work and overall team management.

- Provide ongoing support for previously developed CMS implementations on a retainer or per-incident basis. This support work is performed on implementations initially developed by TBG and by other firms. Key aspects of this support work are ongoing live site stability, developing actual requirements from client issue reports, managing multiple concurrent development efforts and providing consulting and training on new site functionality. My roll in this type of support work is as both a hands on developer and leading a team of other engineers.

- Performing training and developer mentorship for clients transitioning to a new technology. This work consisted of in person or remotely provided training sessions for teams of developers transitioning from other platforms to Sitecore CMS. These training sessions involved the client's tech team, and extended the basic training provided by the CMS system vendor into the real world environment. Topics covered included advanced development techniques, real life system architectures and general technical project management skills.

- Speaking engagements and marketing efforts. I have spoken in a number of venues about CMS development, most recently about Sitecore CMS. I have also been a part of in person meetings selling both specific CMS products and The Berndt Group's services to potential clients. This work has also included preparation of estimates and portions of new project proposals.

- Clients have included Children's National Medical System, Frontpoint Security Services, The National Academy of Sciences Institute of Medicine, The University of Pennsylvania Health System, Stanley Black & Decker, NAIOP (a Sitecore Site Of The Year Award winning project), The University of Maryland Medical System, Mercy Medical Center, The University of Pennsylvania Health System, The National Center for State Courts, The American Montessori Society, The National Council for Air and Stream Improvement, The United States Bureau of Ocean Energy Management, The United States Bureau of Safety and Environmental Enforcement, The Chemical Heritage Foundation, Provident Bank, Mercantile Bankshares and AIPAC (The American Israel Public Affairs Committee).

VOLUNTEER WORK

2019 – 2024 – Nickel Plate Railroad Historical and Technical Society

Internet Services Director

- As part of the organization's Strategic Planning Committee developed "A Vision for the Future of Hobby Publishing" - A roadmap for historical societies and hobby publishers to help navigate the modern world of digital content consumption. This paper explores market trends and how to map the activities of a struggling industry to them to power future growth. This paper is available at https://hobbypublishing.edkapuscinski.com/.
- Built "The Nickel Plate Archive" using Drupal and AWS to provide a platform for the organization to share its photo archives with the world and improve the organization's workflow of digital and print content creation.

The NKP Archive can be found at https://archive.nkphts.org/.

2020 – Present – Baltimore Sitecore User Group
Co-Organizer

- Helping to launch a new Sitecore User Group in a previously unserved location.

2016 – Present – DC Sitecore User Group
Co-Organizer

- Assisted with planning and running of the Washington DC Sitecore User Group.
- Ran the DCSUG YouTube channel.

2007 - Present – The Conrail Historical Society
Elected Member of Board of Directors 2009-2011.

- Sat on the board of directors for a 500 member non-profit educational organization.
- Oversaw the society's day to day operations and strategic planning.
- Built and supported a 40,000+ page informational (ConrailPhotos.TheCRHS.org) and ecommerce website (ConrailShoppe.com) in Drupal CMS.
- Developed policies and procedures and for organizational functions, including election management, membership management, and an organizational marketing and communications style guide.

EDUCATION
UMBC - B.A. in American Studies, May 2004

PROFESSIONAL AWARDS AND RECOGNITION

2020 – Sitecore Ambassador MVP Award
2019 – Sitecore Ambassador MVP Award
2018 – Sitecore Technical MVP Award
2017 – Sitecore Technical MVP Award
2016 – Sitecore Technical MVP Award
2015 – Sitecore Technical MVP Award



https://MVP.Sitecore.com/

- This award recognizes the most active Sitecore community members from around the world who provide online and offline expertise that enriches the Sitecore community experience.

- Awarded to a very small number of the members of the 25,000+ Sitecore development community for outstanding community contributions.

- My award was based on my involvement with the Sitecore community (including being an active contributor and manager at two Sitecore User Groups), writing, presentations, and work with a Sitecore technology partner in preparing their product for market.

TECHNICAL SKILLS / LANGUAGES / FRAMEWORKS / EXPERIENCE

Certified Sitecore Developer (Versions 6.5-9.3), Certified Coveo Developer, Episerver, Sitefinity, Ektron CMS400.NET, Git, Hudson CI, C#, ASP.NET, Expression Engine, Drupal, Microsoft IIS, Microsoft SQL Server

CMS Practice Leadership, CMS Implementation Architecture and Planning, Requirements Generation and Documentation, CMS User Training, Developer Training, CMS Implementation, Development Team Management