# Deven Pitcher

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## SENIOR ENGINEERING LEADER

Engineering leader with experience leading departments of up to 45 people and delivering web platforms, enterprise integrations, payments, and AI-enabled products. Built a centralized web team across three acquired businesses, led delivery of revenue-supporting CRM and sales systems, and reduced severe incidents by 65%. Combines technical depth with organizational leadership and partnership with founders and executives.

## EXPERIENCE

### A Place for Mom

*Director of Software Engineering | Jul 2024 - Dec 2025*

- Led delivery across 12 software engineers and 5 QA engineers for CRM and sales applications supporting more than $100 million in annual revenue.
- Reduced severe incidents by 65% while overseeing operations for business-critical systems.
- Led delivery of AI-enabled call-center agents, machine-learning sales prioritization, and content recommendation systems.

### Mosaic Group

*Head of Web | Apr 2023 - Jun 2024*

- Established a centralized web team across three acquired companies and multiple time zones, consolidating delivery responsibilities and reducing duplicated work.
- Led web applications, conversion funnels, customer portals, and SEO across approximately 12 brands.
- Directed A/B testing and monetization initiatives focused on conversion, customer lifetime value, and revenue.
- Reported to the CTO and aligned web priorities with company strategy.

### Arkadium

*Director of Engineering | Aug 2021 - Apr 2023*

- Led a 45-person web department spanning two product teams, a full-stack services and platform team, and two QA teams.
- Reported to the founders and led more than 20 hires during staffing disruption caused by international conflict.
- Managed nearshore engineering partners to address urgent staffing gaps and fulfill customer delivery commitments.
- Led the launch of subscriptions, virtual currency, and payment integrations across a unified B2B and B2C platform serving one million daily users.

## EXPERIENCE, CONTINUED

### Carnegie Hall

*Associate Director, Software Architect and Technical Project Manager | Jul 2015 - Aug 2021*

- Led the website redesign and technical rebuild with external design agencies, including migration to Sitecore and integration of more than one million content items with enterprise systems.
- Designed and built the Archives Department's Performance History Search platform, integrating a data pipeline, search-as-a-service, and public-facing search; trained staff on new intake workflows.
- Designed and developed a self-service hall-rental and concert-booking portal and trained the booking department on the new workflows.
- Led technical delivery for high-demand ticket sales, including the J.K. Rowling film premiere and David Bowie tribute concert.
- Partnered with the CIO and CFO on financial-system selection and organization-wide accounting integrations.

### Syracuse University

*Web Specialist | Oct 2011 - Jun 2015*

- Developed university and alumni-giving websites within Marketing and Communications; led modernization of existing web properties and migration to a new server architecture.
- Led a developer and designer product group recognized with a H.I.P.T.A. achievement award; presented on content scheduling and data modeling at university and industry events.

## PRODUCT & TECHNICAL FOCUS

**Product Development & Growth:** Product delivery, roadmap alignment, A/B testing, conversion optimization, subscription platforms, and monetization

**Architecture & Modernization:** Platform modernization, microservices, distributed systems, cloud infrastructure, and enterprise integrations

**Data & Applied AI:** Data pipelines, search platforms, machine learning, recommendation engines, and AI-enabled automation

**Reliability & Delivery:** Operational reliability, incident reduction, CI/CD, and software delivery

## EDUCATION

### Syracuse University

M.S., Information Management, School of Information Studies (iSchool) | 2015

Graduate study in Computer Science | 2010 - 2012

### State University of New York at Oswego

B.S., Cognitive Science | 2010