

# BRIAN C. ALESSI

## APPLICATION DEVELOPMENT & ARCHITECTURE

### PROFILE

Accomplished leader of an application development and architecture organization focused on defining, planning, and executing application, cloud & automation strategies. Strong budgeting experience building multiyear financial plans in a highly complex and matrixed organization. Proven track record building and transforming application services and high performing teams by aligning technology initiatives with corporate objectives to meet business, market, and industry needs. Experienced with using multiple methodologies in business process reengineering, systems development and architecture, while consistently exceeding target performance results.

### EXPERIENCE

#### DELAWARE NORTH COMPANIES

Director of Applications	2016 - Present
Software Development Manager	2012 - 2016
Various Developer/Analyst Roles	2005 - 2012

- Record of steady promotion into roles of increasing leadership and strategic responsibility, complexity, and breadth of technology, while delivering functionalities that enabled business outcomes
- Reporting to the Chief Technology Officer (CTO), managing a \$13M operating budget, multi-million dollar and multi-year capital project budgets, led a team of 10 reports responsible for enterprise application architecture, strategy, integration, and development
- Created and led team which migrated global data center & application services to Amazon Web Services. Efforts resulted in savings of over \$4.5M in operating costs
- Created and executed (in collaboration with stakeholders) a multiyear application strategy focused on Point-of-Sale and payment products. Established enterprise architecture standards, product roadmaps, and rationalized portfolio thereby reducing costs and improving associate experience

### NOTABLE PROJECTS

Developed capabilities and implemented the first cloud Point-of-Sale product in a stadium/arena environment. This was a first in the industry and the reduced physical footprint also reduced long term costs.

Directed effort to reduce PCI scope by working with vendors to develop and implement validated P2PE (Point-To-Point Encryption) solutions which saved over \$4M in compliance spend.

Saved over 75% of operating costs and created fault tolerance for entire commercial web infrastructure by migrating all systems to AWS.

Developed and deployed an enterprise food and beverage ordering application for suite guests. Transformed application from a monolithic antiquated web

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### EDUCATION

1999 – 2004

#### B.S. IN COMPUTER SCIENCE

State University at Buffalo

### TECHNOLOGIES

Visual Studio Tools, MSSQL, Web/IIS, C#, ASP.NET, Ansible Architecture, JSON/REST, XML APIs

AWS Services – EC2, RDS, Route53, Workspaces, ELBs, Lambda, S3, VPCs

POS – F&B, Retail, PMS, Catering, Inventory, BOH, Procurement, Payment Gateways/Devices/APIs

eCommerce and Mobile – Custom web, mobile apps, responsive app-less

### SKILLS

Solution Architectures

Application Development

Building and Leading Teams

Strategy Development and Execution

Organizational Change Management

### ASSOCIATIONS

HTNG (Hotel Technology Next Generation) – 2005 – Current

Co-authored and co-chaired multiple workgroups including Open Data Exchange, Above Property Systems and Payments

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## NOTABLE PROJECTS CONT'D

platform to a current microservices based architecture which helped with future scalability.

Established AWS Governance which led to standards and associate level-setting for onboarding AWS services. Resulted in associates understanding AWS and how it will impact their work.

As the AWS Product Owner, created digital workplace capabilities through the use of AWS Workspaces for employees and third parties which allowed for quicker on-boarding and a more secure environment than competing solutions

Created all development and solution architecture review processes which included technology selection/approval, agile/scrum, persona-based requirements, coding, testing and technical stack standards. This resulted in faster time to market, an organized backlog, standardized expectations for both internal stakeholders/vendors and a reduction in technical debt.

Developed and deployed innovative technology into company environment such as a robot servicing guests in our hotels, Alexa in suites, and facial recognition in stadiums to improve customer sentiment. Resulted in recognition from clients and more business.

Created DevOps team and created strategy for continuous integration and delivery pipeline for managing change of network infrastructure. Effort anticipated to reduce associate time to make changes and increase fidelity of environment with controls and governance.

With the CTO, created EA foundation for Delaware North including how technology gets evaluated resulting in alignment to core principles such as managing technology diversity.

Improved customer experience by leading the implementation of frictionless technology such as mobile payments, ordering, NFC/Contactless payments, loyalty and customer identification and tracking.

Standardized contract terms for all vendor relationships which reduced time for future contract renewals and RFPs. Slashed POS subscription prices 30% for some locations through contract negotiations.

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