

Scott Ruthfield

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- Successful Founder/CEO in premier software engineering, consulting, & IT staffing services, with a top-of-market exit in 2021
- 25+ years as a leader in Software Engineering and Technology Development
- Experienced worldwide IT and software development executive at massive scale
- Expert in the software engineering process, both for internal and external development projects
- Led and consulted on technical organization turnarounds and realignments; experienced “CTO Whisperer” to improve engineering organizational health and productivity
- Experience across project management, IT planning and operations, and business and financial management
- Customer-focused, agile software design and delivery; finding and solving the right business problems; team building, motivation, and leadership through transparency, excitement, and ownership.

Experience

Ru Crew LLC Leadership Consulting, 2015-Present

Advising executive teams, technology and product leaders, and boards, plus board membership, focused on organizational and systems improvements using modern methods. Helping newly-promoted leaders scale their thinking, boards understand their leadership teams and comparative progress, entrepreneurs find their guardrails and paths towards success, etc. Examples include

For a \$200MM outdoor retailer:

- Worked 1-1 with new Head of Technology to scale skill set and communication, re-engineer planning and software development processes, create healthy and productive organizations, establish strong relationships with colleagues, and plan for long-term growth
- Regularly met with CEO, COO, Board of Directors, and other executive leaders, and attended multiple executive offsites; helped define new key leadership roles inside the organization and center the role of technology in future planning
- Led technology reviews and future planning discussions with software & IT leaders

For a \$3B medical services division of a private media and services company:

- Worked 1-1 with divisional CEO, COO, and technology leadership to evaluate the current technology organization and software infrastructure and recommend future investments and improvements

- Engaged a transitional CTO to support infrastructure and organizational changes, with regular organization-wide reviews
- Built and led Program Management Office that drove multi-year transition

Expert Witness, 2024-Present

Areas of expertise: software engineering best practices, software consulting expectations and deliverables, information technology staffing, onshore and offshore engineering, project management, complex software and system design, web and social media technologies, data transformation and management, online community technology and behavior, customer-centered design, technology selection, team communication

Association for Research and Enlightenment, Inc. v. Belmar Consulting Group

July-September 2024 (Settled)

Virginia Superior Court CL23006219-00

Counsel: Kaufman & Canoles

Eliassen Group, June 2021-June 2023 **Senior Vice President, Software Engineering Services**

Joined Eliassen Group as part of their acquisition of Rooster Park in June 2021.

- Created new division of Eliassen Group's Consulting arm, focused on providing premier software engineering teams to current and new Eliassen staffing and business services clients
- Onboarded several existing Eliassen clients to this new division, increasing average bill rate and gross margin
- Migrated 100% of Rooster Park's clients and 100% of Rooster Park's staff into Eliassen without disruption in service
- Integrated several other Eliassen acquisitions into this division, including application development and data services organizations, combining recruiting efforts into one organization

Rooster Park, October 2008-June 2021

Founder & CEO

2010-2021: Temporary and Permanent Staffing, Custom Software Development, Technical Assessment & Advising

- Created Seattle's premier targeted technical consulting and staffing agency, focused on integrated teams and premium staff for companies based in or with significant offices in the Pacific Northwest
- Provided engineering services (software development life cycle staffing, integrated and hybrid team development, systems engineering) and custom project development to large

and mid-sized companies, plus full-time employment recruiting services to mid-sized and small companies

- Provide technical assessment and advising to companies in preparation for organizational turnarounds, M&A activity, etc.
- \$16MM in revenue in 2020, regularly achieving market-leading gross margin and EBITDA percentages
- Five-time member of Fastest Growing Private Companies in Washington; Inc. 500 in 2012 & 2013
- Acquired by Eliassen Group in June 2021

2008-2010: Technical Advising, Engineering Leadership Consulting

- Provided technical leadership consulting to a range of companies, including Expedia (technical and organizational strategy for their Corporate Travel business), RPI Print (engineering reorganization and strategic planning), and Freehand Music (software development processes and staffing recommendations)
- Helped launch a series of startups by designing and/or building their initial products

Virtuoso, Ltd., October 2008-December 2010

Vice President, Engineering & Program Management

- Brought in specifically to turn around engineering department. Head of engineering and program management for the world's largest luxury travel consortium
- Helped spin out technology department from larger company into a separate entity
- Shipped first version of the luxury travel market's best customer, agency, and supplier profile management and product research SAAS platform in first six months (after company had failed for 5+ years). Continued releases through major industry events, with continuous improvement to engineering practices
- Built top-quality team, replacing 80% of staff and hiring 30+ new engineers, program managers, etc. in first three months. Zero unwanted attrition during entire engagement
- Brought and adapted agile development practices to the organization, enabling software to ship more predictably, more often, and more in tune with customer needs
- Established effective sustainment development group, providing more throughput to emergent business needs than in years past
- Developed iPhone application, with other mobile applications pending

WhitePages.com, Inc., April 2007-September 2008

Vice President, Engineering & Technology

- Head of technology, including all engineering (software development, QA, technical architecture & strategy) and technical operations (IT, site & network operations) for world's largest people search engine, with 150MM+ searches/month; 50+ people; reporting to CEO
- Shipped new products including web service API, site redesign, and user-submitted listings. H1 2008 traffic grew >30% YOY, >5% above aggressive plan

- Transitioned engineering from service organization to product development partner; re-engineered companywide development processes to more quickly and healthily deliver new products; integrated agile development processes effectively after failed attempts
- Played critical role in setting product strategy, re-focusing company goal around user-created listings while balancing tactical business requirements
- Managed engineering department during exceptionally difficult transition to new executive leadership, retaining core leadership and recruiting new leaders and skill sets; increased accountability for entire management team for divisional goals; improved organizational satisfaction 22% and organizational Net Promoter Score 57% in one year
- Drove reliability improvements across entire division, eliminating single points of failure; drove improved measurement of operations and processes around root cause analysis and mitigation
- Full operational & capital expense responsibility, consistently on or under budget

Amazon.com, September 2003–April 2007
Senior Manager, Online Traffic

- Founded new division focused on growing Amazon’s repeat customer business (reporting to VP of Traffic/SVP of WW Retail). Defined the division’s goals, brought together several organizations from across the company, and started new teams, building a three-level 30+-person direct (plus substantial indirect) worldwide technical & marketing organization
- Started two successful entrepreneurial ventures inside Amazon
 - Created and delivered new line of business around bargain-hunting customers (the current version of the Amazon Gold Box) – built business and go-to-market plan, designed software architecture, business processes, and customer experience, ran business for first six months, which became Amazon’s primary mechanism of surfacing bargains and a >\$500MM business within one year
 - Created “Amazon Daily,” a network and aggregator of blogs across Amazon by editors and freelancers, in order to drive traffic, interest, and SEO. Built cross-company team and integrated into existing editorial workflows in order to gain traction. Reported on this program directly to CEO
- Directed Amazon’s global CRM initiatives (automated and promotional e-mail technology and marketing) - adding major scalability improvements, designing new automated e-mail programs, and providing significant updates to merchandising tools – in order to grow Amazon’s email business to its first >\$200M year at 2.5X the company’s growth rate in 2006. Included managing a global marketing team based out of Germany.

Senior Manager, Community Content

- Built Amazon’s Community Content team, responsible for defining, designing, and delivering all customer-community interaction features on Amazon’s global sites and its partners (including customer reviews and lists)
- Created and launched two new community teams
 - Customer Images, where customers added product images to product pages, internally recognized as the company’s most significant customer experience innovation that year

- Discussion Boards, allowing customers to comment and interact with each other, now handling hundreds of new posts per minute
- Globalized customer reviews and list services
- Drove technical redesign of customer reviews system to reduce organizational operational load by 80% and customer service costs by 75%

Microsoft Corporation, 1998–2003

Lead Program Management roles in Windows Security (including Rights Management), Online Games (both front-end game production and back-end service development), and New Business Productivity Applications (integrating browsing, instant messaging, and new UI paradigms into new application design).

Patents

7,818,677 Single Window Navigation Methods and Systems (Lead Inventor)

7,689,929 Methods and systems of providing information to computer users (Lead Inventor)

Education

Rice University, Houston, Texas

Magna Cum Laude, Bachelor of Arts, Computer Science/Sociology

Master of Computer Science

Awards: Phi Beta Kappa, National Parliamentary Debate Champion