

Ron Davis

TECHNOLOGY EXECUTIVE

310.849.0493 · rdavis@rld3.com · [linkedin.com/in/rondavis3](https://www.linkedin.com/in/rondavis3)

Interactive version at rld3.com/resume

PROFILE

Technology executive with 20+ years leading engineering organizations of up to 200 people through hypergrowth, mergers, and platform transformation, and four years running an AI operations practice that ships production agentic systems weekly. Commands the current AI stack (agents, LLM pipelines, MCP, evaluation frameworks) and turns it into operating-model change with measurable, dollar-quantified results: most recently an agentic rebuild that made a research firm's core process 85% more efficient and seeded a spinoff company.

KEY SKILLS

- Technology & AI Strategy
- AI Operations & Adoption
- Agentic AI & LLM Systems (Agents, RAG, MCP, Evaluation)
- Operating-Model Transformation
- Engineering Leadership & Team Building
- Digital Transformation & Innovation
- E-Commerce Architecture
- Marketing Technology (Automation, CRM, Analytics)
- Agile Delivery & ERP Implementation
- Data Privacy & Compliance (GDPR, CCPA, ISO)

EXPERIENCE

Founder

Joust · 2022 - Present

- Founded an AI operations consultancy and grew it to \$1.2M in founder-led revenue, delivering AI strategy and production systems (agents, LLM pipelines, retrieval architectures, evaluation frameworks) for enterprise and mid-market clients.
- Reverse-engineered and automated a consumer-insights firm's core research process with an agent pipeline plus chat and custom-harness tooling: the process became 85% more efficient, experts moved to higher-value work, and the pilot became the technical foundation for a spinoff company.
- Built the practice on the principle that most of AI's value comes from reworking the operating model, not just adopting tools; every recommendation ships with a dollar figure attached.
- Ships production AI weekly, Python, SQL, and TypeScript against frontier LLM APIs, agent frameworks, MCP integrations, and LLMOps governance. Member of the Anthropic partner program.
- Designed a structured engagement model, from a fast Focused Review through Build and ongoing Advisory, so clients enter at the right level and scale up as needs grow.
- Built and led a cross-functional team of technologists, strategists, and creatives, growing the client base across sectors including energy, education, consumer insights, and technology.

SELECTED CLIENTS

Google · Microsoft (Xbox) · Meta · Amazon · Netflix · LinkedIn · SAP · Adobe · MongoDB · Nike · Honda · Acura · Toyota · Nissan · Hyundai · VW · BMW · PayPal · Fidelity · USAA · State Farm · Kaiser Permanente · Sutter Health · Roche · CVS · Chevron · Shell · Starbucks · Coca-Cola · Sony PlayStation · WestEd

EDUCATION

Liberal Arts

California State University · Los Angeles, CA

Chief Technology Officer

Monks / Firewood · 2018 - 2022

- Built Firewood's technical offering from zero and supported 700% overall company growth over three years, hiring 20+ engineers a year at peak.
- Led global engineering organizations of 100 to 200 people across North American, nearshore, European, and APAC teams; set the comprehensive technical vision, goals, and delivery approach.
- Championed Agile development and delivery methodologies and enabled teams company-wide to adopt new technology and innovate.
- Supported rapid growth and the merger of 27+ companies over two years, integrating technical teams while nurturing their unique talents.
- Spearheaded architecture and implementation of ERP systems at Monks and Firewood, streamlining operations and sharpening financial visibility.
- Ensured client solutions (including work for Google) complied with data-privacy and PII governance laws such as GDPR and CCPA; led the company's ISO certification efforts.
- Grew strategic client relationships and helped add four new tier-one clients while managing and optimizing technology budgets across global markets.

SVP, Technology

Guidance · 2016 - 2018

- Led and grew a broad onshore/offshore team of e-commerce-focused technology professionals delivering successful e-commerce solutions, including sneaker-release commerce (Foot Locker/Eastbay) engineered for hundreds of thousands of concurrent buyers.
 - Owned the technology department P&L and ensured teams, projects, and accounts followed best practices.
 - Partnered with sales to create new account proposals including technical architecture, level-of-effort estimates, and project plans; promoted core technologies including PHP, .NET, and mobile.
 - Mentored and inspired senior and junior staff, raising talent levels and shaping career paths.
-

VP, Technology

SapientRazorfish · 2014 - 2016

- Built Honda Helper (2014), an ML-powered conversational web and mobile application that helped buyers find, configure, and locate their vehicle, gather financing, and connect live with a dealer to close: conversational commerce a decade before LLMs.
 - Served as strategic advisor to the Honda/Acura client, creating the technology vision, strategy, and roadmap for all global digital properties: a \$35M platform transformation serving millions of users, including the global Sitecore implementation for both brands.
 - Built the technology team and processes from the ground up and provided technical and business oversight across all projects.
-

VP, Technology

Edelman · 2013 - 2014

- Rescued the failing Xbox Newsroom project, a property drawing hundreds of thousands of concurrent visitors at launches, and established a practice that delivered the Starbucks Newsroom, winner of the 2014 In2 SABRE Award.
 - Delivered projects for clients including VW, Adobe, Shell, Microsoft, and PayPal; increased project success rate to 100%.
 - Built the West Coast development practice from the ground up: best practices, hiring, mentoring, and internal tooling; contributions helped Edelman be named one of Ad Age's "10 Agencies to Watch in 2014."
-

Director, Technology

ethology · 2012 - 2013

- Developed and owned the business plan and P&L to build the ethology Technology Department from the ground up; hired and managed technology resources to support the delivery pipeline.
 - Acted as a thought leader for the technology and development practice through POV documents and speaking engagements.
-

VP, Technology Services

iCrossing / Proxicom • 2003 - 2012

- Managed a team of 26+ onshore and offshore developers building web applications, creative initiatives, and 50+ site maintenance programs.
- Provided technical leadership on multiple .com redesigns: Mazda (Java), Toyota (TeamSite), Hyundai (TeamSite), Nissan (Vignette/OpenText), Tourism Board (Sitecore), and Vail Resorts (Sitecore).
- Led the team that built one of the first lead management systems in the automotive space, unifying prospect signals across sources for marques including Nissan.
- Set architectural direction, oversaw responses to client RFIs/RFPs, and managed offshore and nearshore delivery partners.