# KEVIN DRYFUSE

## LEAD SOFTWARE ENGINEER

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## PROFESSIONAL SUMMARY

I thrive on big challenges, creating value from data, and building high performing teams. With two decades of experience, I've repeatedly adapted and succeeded across various industries, bringing a unique mix of technical expertise and the soft skills needed to deliver innovative solutions to difficult problems. I'm here to build amazing things and help your team shine brighter than ever.

## WORK EXPERIENCE

**84.51°**                                                                 **2015 - Present**

Lead Data Engineer

- Developed the customer targeting capability for Kroger Precision Marketing that evaluates historical customer behavior, campaign objectives, and client needs to find the perfect strategy and the right customers, personalized specifically for every client's campaign. Combining industry knowledge with tooling like Airflow, DataRobot modeling, Python, Docker, Java/Spring Boot REST APIs, PySpark, etc. my solutions helped moved the Prism Platform from $0 to +$500MM in revenue.
- Improved both customer and associate experiences by building innovative software using FastAPI, Kubernetes, PySpark, and Elasticsearch that reduces the frustration, time, and effort involved in finding the right substitute for out-of-stock items when fulfilling Kroger pickup or delivery orders.
- Led the radical overhaul of an analytic data asset using Azure, Python, PySpark, and Databricks to centralize and standardize 20+ billion media exposures ultimately making it simple for CPGs to monitor, understand, measure, and improve future marketing campaigns.
- Technical expert on a cross functional discovery effort that engaged partners across the enterprise in which we identified high value emerging alternative profit opportunities, evaluated Machine Learning and AI solutions, and experimented with software design patterns. This eventually led to breakthroughs like the introduction of Private Marketplace (PMP) and Advanced Television media channels into Kroger Precision Marketing, GenAI and MLOps tools like Feast and Google Vertex AI into our Personalization space and patterns that help streamline the development of composable pipelines and applications.
- Leader in our development and mentorship programs, providing senior-level guidance to interns and new graduates. This includes activities such as upskilling associates on how to properly conduct behavioral and technical interviews, mentoring and growing junior engineers, and coaching intern teams as they take a project from concept all the way through delivery.
- Transformed the manual maintenance of the targeted offer rate card spreadsheets for media campaigns into a centralized Flask API solution, featuring a Jinja-powered UI and MySQL database. This upgrade streamlined the management process, eliminated inconsistencies by eliminating email exchanges of versioned documents, and introduced precise billing capabilities to the dollar or household level. Additionally, this application enabled uniquely negotiated rate creation for each client through an intuitive UI for rule configuration and facilitated enterprise-wide data access via a standard REST interface.
- Directed a cross functional team of data scientists, engineers, experience designers, etc. to develop and present a proposal for a retail purchase behavior driven dating app as part of an internal innovation challenge.

**Western & Southern Financial Group**                                                     **2011 – 2015**
Senior Programmer Analyst
- Reengineered numerous legacy systems and processes across enterprise content management, workflow management, procurement, and public relations, utilizing .NET framework (ASP.NET, C#, VB.NET), Microsoft SQL Server, and Oracle databases.
- Oversaw an enterprise-wide initiative to consolidate document capture and content management systems, achieving significant cost savings on licensing, training, and maintenance, while enhancing accuracy and efficiency.
- Built a service level agreement (SLA) tracking system, significantly reducing financial risks by enabling the Corporate Records team to proactively manage workloads and swiftly address potential issues.
- Acted as technical lead for the deployment of the Puridiom Procure-to-Pay solution, playing a pivotal role in a company-wide project to standardize accounting practices.

**Enerfab, Inc.**                                                                          **2008 – 2011**
Senior Programmer Analyst
- Engineered a web-based requisition and procurement system to seamlessly integrate with the job costing solution that not only streamlined the field requisitioning process, but also created cost savings via improved spend analysis, centralized tool purchasing, and real-time updates to financial systems.
- Orchestrated the overhaul and consolidation of legacy applications, enhancing system efficiency and integration, while guiding team members through the transition to new development frameworks, fostering skill development and technological adaptation.
- Core team member within the Enerfab SAP Implementation with a focus on ABAP development for the Materials Management, Sales and Distribution, Project Systems, and Production Planning teams.

**The Royal Bank of Scotland** – Kroger Personal Finance                                   **2007 – 2008**
Senior Programmer Analyst
- Implemented a data management plan that automated daily vendor feeds, consolidated data into a single repository, and streamlined daily processes and future analysis.
- Provided the Portfolio Marketing group with in-depth balance transfer, activation, and purchase incentive campaign reporting and analysis.

**L3Harris** - Fuzing and Ordnance Systems                                                 **2004 – 2007**
IT Programmer
- Technical divisional team lead in the strategic migration to a corporate-standard Payroll and HR system, effectively upgrading from localized Payroll and HR systems to an advanced, enterprise unified solution.
- Leveraged APIs from ERP and document control systems to craft custom interfaces, streamline data access and entry, improve user experience, and enforce quality that was not available out of the box.
- Deployed corporate web-based training modules, complementing them with a bespoke scheduling and tracking system tailored for our division, thereby simplifying an otherwise confusing training experience.
- Conceived and realized an innovative internal job posting system for Human Resources, boosting visibility into internal opportunities, and modernizing the recruitment process by transitioning from physical to digital postings.

**L3Harris** - Fuzing and Ordnance Systems                                                 **2002 – 2004**
IT Co-Op
- Developed a web application that streamlined access to engineering drawings, enabling organization-wide quick search, sharing, and printing of documents previously confined to manual retrieval from a physical archive.
- Designed a digital solution for Material Safety Data Sheets (MSDS), transforming a cumbersome physical book system—with frequent missing pages and difficult searchability—into an easily accessible, searchable online repository for the entire organization.

# EDUCATION

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**BBA – Information Systems,** The University of Cincinnati                       Cincinnati, **May 2004**