

Joseph D. (Jody) Giles



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Summary

Strong, recognized, technology leader and well-regarded public speaker and teacher with reputation as elite CIO for building teams that accomplish great things. In-depth experience in Apparel and Footwear design, development, production, distribution and marketing in high-growth and high-profile brands.

Experience



CEO & Founder - Exhort Advisors

Sep 2015 - Present

"Encouraging the best". Provides interim technology leadership and consulting in IT strategy, culture, and organization design, specializing in companies with high-brand equity. Exhort also provides one-on-one executive coaching and public speaking for corporate and non-profit organizations.



Executive Professor of Information Technology Management – Pepperdine Graziadio School of Business Management

Oct 2016 -Present

Highly rated adjunct professor of mandatory technology leadership class for Fully Employed MBA Program



SVP Product Integration & Commercialization - Under Armour

Dec 2013 – Mar 2015

Responsible for product design and development technologies and processes. Led reduction in product development calendars, increasing from 2 seasons to 4, and brought industry leading technologies to product designers and developers.

Interim VP of Retail - Under Armour

Oct 2008 – Sep 2009

While still CIO, served as interim leader of Under Armour Retail Stores, including outlets and 4 full price mall stores in the US. Added 10 stores during this period. Oversaw operations, merchandising, lease development for new locations and the implementation and rollout of Retail Merchandising and POS systems. Brought leadership and cohesion and significant improvement to employee morale that drove strong positive comps during period of economic downturn.

SVP and CIO - Under Armour

Jan 2005 – Dec 2013

The company's first CIO. Built organization and processes that implemented applications that supported growth from \$180M private to over \$3B public company and global rollout of production, distribution and retail stores. Established systems architecture and oversaw the implementation of systems for every business function. Built a highly-regarded and engaged IT team that included SAP (AFS, BW, HANA, Success Factors, Concur), Dassault Matrix One PDM, Manhattan Associates Distribution Systems, Retail Pro, Logility Planning Systems and the Microsoft and Adobe suite of desktop and collaboration tools.



CIO - Vans Inc.

Mar 1999 – Oct 2004

- Led turnaround of Global IT function and restored business confidence in IT department, Improved service levels in every metric.
- Developed, launched and directed all facets of shop.vans.com, fully integrated with store POS systems and ERP inventory and fulfillment system. Developed "custom shoe" program, allowing customers to design their own shoes, online.
- Incorporated two business mergers and acquisitions into Vans' systems and support infrastructure.



CIO – Virgin Interactive Entertainment

Sep 1996 – Feb 1999

- Established global MIS function, developed and implemented IS Strategic Plan, including outsourcing and implementation of ERP package (JDEdwards) in multiple territories. World-wide responsibility of applications, technical infrastructure, help desk, computing policies, standards and purchasing.
- Responsible for liquidation of corporate assets and employee transition upon sale to Electronic Arts.

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Executive Director, Systems Planning – Paramount Pictures

May 1994 – Sep 1996

- Responsible for IS operating and capital budgets and all departmental administration. Negotiated all IT contracts, including outsourcing. Led downsizing effort resulting in 25% operational savings.
- Led development of IS architecture and multi-year strategic plan (infrastructure, applications and data). Established Systems Architecture and Data Management organizations (DBA, EDI, QA).



Programmer, Project Leader, Manager – Southern California Gas

Feb 1986 – Apr 1994

COBOL, CICS and DB2 programmer, Business Analyst. Led multiple IS departments, including Database Administration, Data Administration, Information Provisioning and EDI functions.

Competencies

Corporate Digital Change Management, building highly engaged cross-functional teams, IT Strategy, business strategy, vision-casting, communication and story-telling, organization design and development, executive leadership, vendor partnerships, negotiation skills, coaching and mentorship, brand definition, business process engineering

Education

Pepperdine University

1987-1990

Masters of Business Administration, with distinction

University of New Mexico

1981-1985

Bachelors of Business Administration, and Computer Systems, with distinction

Awards and Recognition

"**Longest Tenured Executive**", Under Armour, 2015

"**Lattanze Executive of the Year**", Loyola University, April, 2013

"**CIO of the Year**", Gartner Midsize Enterprise Summit, 2004

"**Excellence in Education Business Partner Award**", Anne Arundel County Public Schools, 2014

"**President's Award**", Vans Inc., 2000

Eagle Scout, Boy Scouts of America

Service

Child Hope International – Chairman of the Board, orphan care and family reconciliation, Port-Au-Prince, Haiti

Mountain View Church, San Juan Capistrano, CA – Communicator, teacher, volunteer

Revolution Annapolis Church – launch team, communicator, teacher, youth leader, management team member, missions team leader

Boy Scouts of America – Assistant Scout Master

COMMIT Foundation – Mentor for America's distinguished servants transitioning to civilian workplace
Severna Park High School – Board Member, Curriculum Advisor

My Broken Palace, The Samaritan Woman – volunteer and advisor