**Brian C. Parks**

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**DIRECTOR**

Accomplished professional with experience in management, US Army Veteran, Technology Talent Director; and M&A Integration Program Management Director with significant strategic experience focused on business development, IT delivery and talent strategies. Adaptable Collaborator with an Acute level of Self-Awareness. Digitally savvy with a passion to learn. Build’s strong relationships with management, personnel, and clients.

**CORE COMPETIENCIES**

Technology Strategic Leader | Passionate Servant Leader | Program and Project Management | Financial services IT Management experience | Innovative Leader | Business Operations | Strategic Planning | Process Efficiency

**HIGHLIGHTED ACHIEVEMENTS**

**Strategic Executive-Level Talent, M&A and EPMO**

* Personally selected to stand up for a new Mergers and Acquisitions (M&A) Integration team that led to the successful integration of 3 acquisitions and 12 new DeNovo startups.
* Established M&A Governance, integration processes and tooling while coordinating senior leadership and seller communications leading various phases of the transaction processes.
* Meaningful “C-Suite” Talent leadership experience with USAA IT and Elara Caring. This includes strategic collaboration across both Enterprise and IT to ensure the right technologies are being leveraged to ensure just-in-time learning.
* In just 6 months at Elara Caring, lead the strategic IT leadership opportunity standing up of a new EPMO with a focus on delivering large-scale strategic programs, expanding enterprise capabilities, and delivering agile and waterfall project results.
* Selected to co-lead the creation and execution of the Elara Caring military strategy with a keen focus on driving VA business and talent acquisition. KPI results focused on EBITDA growth, veteran attraction, and retention, establishing VSO partnerships and a marketing strategy.
* Led a large IT Infrastructure Department accountable for 50 employees including 3 managers, as well as over 100 third-party employees, implementing nearly $50 million in infrastructure products into the overall internal ecosystem.
* KPIs focused on expense optimization and productivity gains.
* Optimized and streamlined SDLC processes with the Capability Maturity Model (CMM) for a 2,800-software developer community and achieved a Software Process Level 4 assessment.

**Technology Business Talent Strategy**

* Rallied teams and senior stakeholders around a 3-year strategy to create and execute a new IT workforce location in Phoenix, Arizona. This required leveraging and creating new internal, community, and government relationships to align vision across partner teams.
* Executed over 1,000 interviews yielding 600 software engineers and 300 third-party new hires.
* Leveraged software development Agile best practices and integrated workforce strategies, streamlining the time-to-fill rate to 45 days.
* Established the public relations communications plan with political, media and local business leaders.
* Partnered with key senior IT leaders to shape and implement the strategy and plan for a first-ever new USAA IT location in Plano, TX with the goal to attract 850 new software engineers.
* Grew an additional successful innovative workforce strategy for internal employees called Employees for IT (eFIT) with the same vision to convert front-line phone representatives into Java and JavaScript software engineers
* Turned the insights of discovery efforts into actionable strategies and created an industry-first initiative to identify, rapidly train, and hire veterans as Agile java software engineers. Veterans For IT (VetFIT) yielded nearly 150 graduates with a retention rate of 95%. At a White House ceremony, recognized as part of the 5th Anniversary of Joining Forces with First Lady Michelle Obama and (then) Dr. Jill Biden.
* During a 15-year span, designed and implemented one of the largest and most effective IT intern programs in the industry with eye-popping results of nearly 2,500 interns from across the United States and a 90% conversion rate.

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**Technology and Communications Execution**

* Led the overall IT Organizational Change Management (OCM) planning and implementation of ServiceNow ITSM, ITIL v4, the offshore outsourcing of a new 30-person IT Service Desk and the transition to a new hardware supplier.
* Developed, lead and executed the communications strategy for technology solutions with both senior leadership and front-line employees.
* Streamlined the procurement and RFP contract management processes as the Application Owner for USAA’s 152 Enterprise Application Development Tools and the Enterprise Architecture Framework with an annual budget exceeding $25M.
* Led a team of over 50 QA engineers and 125 third-party resources in functionality and usability of thousands of application modifications to verify the Property and Casualty (P&C) applications worked as designed.
* Managed a team of 12 P&C mainframe, COBOL, and PL1 software engineers to drive the Agile application development life cycle from requirements analysis, feasibility estimates, design, code, configure, documentation, testing, implementation, and support.

**Culture Advocacy**

* Invented and led the “…most unique cultural employee experience USAA has ever had…” (former CEO quote) to radically improve the military acumen of employees who have not served in the military:
* Zero Day Physical Training (ZDPT). As of 2024, over 5,000 employees endured the 29 events spanning all USAA locations.
* Co-founded USAA’s first Employee Resource Group (ERG) with the goal to improve IT college hire tenure to 10 years and retention by 10% (exceeded goals) which led to the creation of the next ERG focused on the military community – VetNET.

**WORK EXPERIENCE**

**Elara Caring,** Phoenix, AZ **July 2022 - Present**

**Director, Mergers and Acquisitions Integration, Military Strategy, EPMO**

Developed and implemented governance frameworks, processes, tools, KPIs, and communication strategies for both M&A and DeNovo initiatives.

* Served in a key leadership role within the Elara Caring Business Development team as the Military Strategy Director.

**USAA January 2003 – July 2022**

**Director, Technology Talent Business Services,** Phoenix, AZ, **2018 – July 2022**

**Director, IT Programs,** Plano, TX and San Antonio, TX, **2007 – 2018**

A rigorous IT workforce strategy was introduced to address standing up new IT locations, IT interns, new college hire onboarding, sourcing, and retention KPIs.

* Ensured alignment with long-term IT business strategies and vision. This comprehensive 15-year strategy represented the most extensive IT talent initiative ever implemented by USAA IT.

**ADDITIONAL RELEVANT EXPERIENCE**

**USAA,** San Antonio, TX, Manager, IT Software Development

**EDS,** Program Manager

**SAIC,** Program Manager

**US ARMY,** Senior NCO

**EDUCATION | TRAINING**

**Bachelor of Science, BS, in Business Management**

University of Maryland, Heidelberg, Germany, Graduated with honors.

**Leadership development training | Military occupational specialties training, including Military Police and Recruiter,** United States Army, and Army Reserves