

Sarun (Joe) Teeravechyan

DIGITAL DELIVERY MANAGEMENT • ENTERPRISE TRANSFORMATION LEADERSHIP

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EXECUTIVE SUMMARY

Senior digital delivery leader with 20+ years driving large-scale, technology-enabled transformation for global brands. Proven track record establishing delivery frameworks, governance, and operating models across complex portfolios of digital programs spanning enterprise platform deployments and multi-market integrations. Builds and leads centralized teams of project managers, program managers, and technical delivery staff with direct accountability for delivery performance, risk management, and executive-level visibility into progress and outcomes. Delivers complex platforms at enterprise scale, serving tens of millions of users across regulated, multi-market environments. Hands-on technology background with active applied AI capability built through production systems and MIT Sloan coursework.

CORE COMPETENCIES

Digital Transformation Delivery | Enterprise Program & Portfolio Governance | Delivery Framework & Operating Model Design | Resource & Capacity Management | Vendor Performance & Contractor Management | Risk, Issue & Escalation Management | Cross-Functional Dependency Coordination | Executive Reporting & Stakeholder Engagement | Cloud-Based Platforms (AWS) | Agile & Waterfall Methodologies

PROFESSIONAL EXPERIENCE

The Marketing Store | Chicago, IL (Remote)

Apr 2018 – Mar 2026

Senior Director, Digital Delivery

Feb 2022 – Mar 2026

- Owned digital delivery of the McDonald's North America account across full 8-year tenure at The Marketing Store, governing a portfolio of 8 to 12 programs per year with 3 to 4 running concurrently, spanning sweepstakes, social campaigns, AR-driven Happy Meal activations, and IP partnership programs with Disney, Pixar, and Marvel.
- Built and led a centralized delivery team of 8 project managers and program managers with direct accountability for delivery performance, and coordinated 75+ matrixed engineering, QA, and program resources across distributed onshore and offshore locations, including contractor sourcing and vendor performance management.
- Governed the account's pillar annual activation in 2025, delivering parallel US and Canada McDonald's Monopoly programs across separate platforms, teams, and regulatory contexts: the US program (18.6M unique players, 178M site visits, 260M game plays) and the Canada program (2.84M registrations, 50.6M code entries, 48.5M double plays).
- Delivered the first-ever API-based cash prize payout system in program history on the Canada program, transforming a manual, mailed-check process into real-time digital disbursement via Bank of America and Interac integration. The system processed \$260K+ in live consumer payouts at <1.5% rejection rate, reduced fulfillment cycle from weeks to hours, and established a reusable integration pattern for future programs.
- Drove a multi-layered fraud prevention and identity verification system for the US program (20+ WAF rules, reCAPTCHA scoring, OTP verification, address-hash de-duplication), partnering with the lead architect and engineering on technical design and with internal counsel, external counsel, and client legal to balance fraud lockdown against user friction and litigation risk. Day-1 AMOE submissions showed only 0.9% flagged for fraud across hundreds of thousands of entries.
- Owned technical delivery of the consumer acquisition funnel across both programs, translating marketing-defined objectives into platform behavior that drove 5% YoY registration growth and 77% registrant-to-player conversion on the Canada program, 81% enrollment-to-gameplay conversion on the US program, and 96% take rate on a redesigned Canada bonus-play mechanic following UX changes driven by 2024 user feedback.
- Drove WCAG 2.2 Level AA accessibility compliance through third-party testing, remediation, and validation with assistive technologies, and partnered with client Legal on multi-jurisdictional compliance across US and Canada including GDPR and CCPA data privacy governance for cross-border traffic.

Director, Digital Delivery

Apr 2018 – Jan 2022

- Led delivery of large-scale digital platform initiatives across web, mobile, and backend systems integrated with a global enterprise ecosystem, coordinating engineering, product, creative, and QA teams to deliver complex multi-system experiences for programs that reached tens of millions of users annually.
- Drove internal processes to standardize team onboarding, delivery playbooks, and knowledge transfer practices, establishing consistent governance for security and accessibility compliance across programs.
- Introduced emerging technologies including AR, 3D asset pipelines, and image recognition into the promotional platform to expand consumer engagement mechanics.

Iris Worldwide | Chicago, IL

Feb 2017 – Apr 2018

Director, Digital Delivery

- Stood up an in-house delivery management practice from the ground up, defining the operating model, team structure, and governance to support multiple concurrent digital initiatives.
- Built and led a centralized team of program managers, engineers, and technical producers, scaling delivery capacity and establishing consistent ways of working.
- Implemented delivery governance including scope management, quality assurance frameworks, change management practices, and stakeholder engagement across enterprise platform initiatives.

Leo Burnett | Chicago, IL

Sept 2013 – Jan 2017

Senior Technical Project Manager (promoted from Technical Project Manager)

- Directed delivery across 50+ engineers and QA specialists at an offshore vendor partner, managing vendor performance and coordinating execution of large-scale digital programs across distributed teams.
- Owned release cycles and production deployment across a dozen environments, driving compliance workstreams including load, vulnerability, and security testing.

ADDITIONAL EXPERIENCE

Full Stack Developer | Switchfast Technologies | Chicago, IL

- Developed web applications using C# and the ASP.NET framework; designed relational database architectures for web applications; delivered websites and marketing solutions for small and mid-size businesses.

APPLIED AI & AUTOMATION EXPERIENCE

- Architected and shipped production AI automation systems in Python and TypeScript using Claude Code (Anthropic's agentic coding tool), translating ambiguous workflow problems into deployable solutions spanning document ingestion, real-time event detection, intelligence pipelines, and user-facing interfaces.
- Designed an AI-driven document processing pipeline that ingests PDFs with OCR, classifies vendors using cross-year learning, and incorporates human-in-the-loop review via Google Sheets to improve accuracy and reduce recurring manual effort.
- Built additional production-level systems including a multi-source job intelligence pipeline (LLM-based fit scoring, ATS detection, and feedback-driven refinement) and a real-time visual event detection service with multi-channel desktop and Slack alerting.
- Applied disciplined AI development practices including test-driven iteration, guardrails, caching, pattern-based classification, and modular architecture across projects with substantial automated test coverage.

EDUCATION

Master of Science (M.S.), Managing Information Systems | DePaul University, Chicago, IL

Dual Bachelor of Arts (B.A.), Computer Science & Economics | Knox College, Galesburg, IL

CERTIFICATIONS

AI Adoption: Driving Business Value and Impact | MIT Sloan

Applied Agentic AI: Systems, Design & Impact | Microsoft