

Walt Rolle | (678) 250-3377 | Atlanta, GA | walt.rolle@light516.com | <https://light516.com>

Digital transformation architect and technology strategist with big firm experience. Specializing in creating advantages for sales, marketing, and service integrating platforms and enabling AI. Broad industry experience: B2B, healthcare, life sciences, pharma, manufacturing, proserv, finserv, insurance, retail, higher ed, associations, legal, food & beverage, and QSR.

Experience

Icreon - Consultant (New York NY)

September 2025 – December 2025

- Developed the organization's first end-to-end AI go-to-market with emphasis on tangible ROI for sales, marketing, and customer service.
- Transformed RFP requests for enterprise CMS migration and commerce into actionable roadmaps with current and future state architecture.

EPAM - Global Head of Sitecore Competency (Atlanta GA)

June 2021 – June 2025

- Advised enterprise executives on solution architecture, delivery approach, and contract details for transformational digital engagement programs involving dozens of cross-functional team members and multi-million-dollar budgets.
- Utilized my composable methodology to establish a modern multi-platform integrated architecture that consolidated challenged systems for multiple brands within a Fortune 100 pharmaceutical.
- Designed an end-to-end campaign-driven concept to channel delivery marketing automation solution for a major retailer that reduced time and cost using Sitecore and Adobe.
- Migrated multiple legacy email automation solutions to a modern platform integrated with a headless application and cloud microservices.
- Reduced practice management operations from hours to minutes with KPI-driven scorecards that provided oversight for a global \$80M practice with 1,200+ architects, engineers, PMs, BAs, and QAs.
- Mentored world-class technologists as a player-coach, simultaneously delivering as a consulting lead and architect while defining optimal training paths that matched skills with market demands.
- Doubled accelerator products (AI code conversion, commerce storefront, content publisher) as the product owner, executive sponsor, and architecture reviewer.
- Partnered with marketing, alliances, and sales teams by delivering sales enablement, speaking at events, and acting as a SME during lead generation.

RDA Digital - Director of Digital Engineering (Atlanta GA)

November 2011 – June 2021

- Advised business leaders for over 60 brands on modernized technology roadmaps and delivered as a lead, architect, and engineer.
- Led transformation from inception to delivery at top brands such as: www.neenahpaper.com, www.kcprofessional.com, www.msu.edu, www.brother-usa.com, www.aba.com, www.abc.virginia.gov, www.cannondale.com, and www.carlsjr.com / www.hardees.com.

- Modernized web and commerce architecture for a \$1B+ global manufacturer over 18 months by leading workshops, defining architecture, and leading engineering efforts.
- Expanded the practice footprint beyond Sitecore to Optimizely, Salesforce, and Shopify, which involved technical evaluation of platforms, partner relations, and cross training team members.
- During 2011 – 2017: led several transformations for digital engagement platforms, commerce platforms, Salesforce, .NET, and data warehousing solutions across various industries.

LiquidHub - Principal Consultant (Wayne PA)

March 2011 – November 2011

- Managed multiple teams onshore & offshore at Independence Blue Cross to modernize enterprise technologies from mainframe to SaaS and Java applications. Left to relocate from PA to GA.

SMART Business Advisory & Consulting – Manager (Devon PA)

April 2005 – March 2011

- Designed a global CRM with stakeholders worldwide for a \$4B life sciences manufacturer and architected a data warehouse to deliver insights such as sales vs. visits.
- Delivered several CRM, custom app dev, data warehousing, and data migration projects in the business consulting practice. Extensive experience in life sciences, government, corporate compliance, and offshoring.

Pitcairn Financial Group - Programmer Analyst (Jenkintown PA)

September 2001 – April 2005

- Performed website development / management, data warehousing, and network administration.

Education

Drexel University, Philadelphia PA, B.S. Information Science and Technology, *June 2004*

Certifications: PMP, 5x .NET Certs, Salesforce Platform Developer I, Sitecore XM Cloud, Personalize, CDP, OrderCloud, .NET Developer 10, Microsoft Dynamics CRM, uCommerce

Awards: 6x Sitecore Strategy MVP 2020-25, Coveo MVP 2020-21, Best Commerce Experience 2018, 2x Honorable Mention Best Content Optimization 2020

Community

- Authored ebook epam.com/get-future-ready-with-composable-solutions-from-epam-sitecore
- More articles available at linkedin.com/in/wrolle
- Speaker at various industry events since 2014

Technology

- **Core:** Azure, AWS, GCP, .NET, Java, NextJS, ReactJS, JavaScript, Node.js, SQL, DevOps, PowerShell, YAML, Microservices, SOLR
- **Platforms:** Sitecore (SitecoreAI, XM/XP, Content Hub, Personalize, CDP, OrderCloud, Send), Optimizely (Opal, Content Cloud, B2B Commerce Cloud, Content Intelligence, Web Experimentation), Salesforce (Sales Cloud, Marketing Cloud, Pardot), Coveo, SearchStax, Vercel, Netlify, commercetools, uCommerce, Microsoft Dynamics, Netsuite, InRiver, Salsify, Oracle CRM

- **Data:** SQL Server, Cosmos, Power BI, Oracle OBIEE, MarkLogic, MongoDB, Microstrategy
- **Security / Identity:** Ping Identity, Okta, Azure AD, OneLogin, SonarQube, OWASP
- **FinTech:** Chase Paymentech, PayPal, Elevon, Avalara, UPS, Affirm, HBCS (medical payments)
- **AI:** LLM integration (OpenAI, Gemini), orchestration (n8n, make.com), single vs. multi agent patterns, coding copilots & vibe coding (GitHub Copilot, lovable, v0), browse.ai

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