

Christine Stoffel-Moffett

Innovative Executive with a Profound
Technical Acumen and Transformational
Business Leadership



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Professional Expertise and Technologies

- Agile Leadership & Team Coordination
- Visionary Tech Road mapping
- Advanced Data Systems & Architecture
- Comprehensive Network Design
- ERP System Integration & Management
- Cloud Solutions Architecture
- Process Optimization & Efficiency Enhancements
- Organizational Change Leadership
- Exploration & Adoption of Cutting-Edge Technologies

Strategic Leadership Competencies

- Pioneering Transformation Leadership
- Expertise in Team Cultivation & Mentorship
- Driving Organizational Cultural Evolution
- Global Strategy and Operational Insight
- Cultivating Strategic Partnerships & Network Alliances
- Financial Mastery: Multi-Million Dollar Budgeting & Planning
- Trailblazing Fan & Customer Experience Innovation
- Championing a Data-Driven Organizational Mindset
- Architecting Future-Ready Technology Strategies
- Master Negotiator in Contracts & Deal Conclusions
- Excellence in Performance Optimization Innovation

Professional Profile

As a mindful and strategic C-level executive, I stand out for my visionary and transformative approach, consistently recognized as a catalyst for change and an influencer through compassionate leadership and collaboration. My dedication to achieving exceptional results has earned me awards for driving innovative growth in multimillion to billion-dollar sectors within sports, entertainment, sales, operations, and technology.

I specialize in revitalizing underperforming technology and business operations, transforming organizational culture, and elevating them to peak efficiency and industry leadership. With a strong embrace of global perspectives and a blend of executive leadership, operations, and IT acumen, I excel at enhancing productivity. This is achieved by streamlining operations and adopting cutting-edge technologies and tools that bolster decision-making and promote process improvements and operational efficiency.

Professional Background Overview

STRATEGIC PLANNING: Revitalized struggling IT departments by fostering collaboration throughout the organization to introduce a new culture, strategic business model, and business processes. Developed strategic plans focused on enhancing customer experience, expanding corporate revenue opportunities, and ensuring technology teams are in sync with the business's operational goals and objectives.

TACTICAL LEADERSHIP: Managed multi-million-dollar operational expenses and capital projects, overseeing the simultaneous delivery of critical IT and data-driven initiatives valued over \$193.5 million. These projects enhanced infrastructure and bolstered operational efficiency, ensuring the achievement of enterprise-wide, mission-critical objectives.

TRANSFORMATIONAL CHANGE: By fostering a collaborative partnership between business and technology departments, with an emphasis on process engineering and automation, I spearheaded the development and execution of long-term IT strategy frameworks, IT governance procedures, and multi-year project and financial planning, complete with project portfolios and scorecards. Additionally, I led cultural transformations aimed at enhancing the overall health and wellbeing of the organizations.

MINDFUL LEADERSHIP & COACHING: Using thoughtful leadership techniques and empathy, I have guided and supported more than 500 leaders in the sports and entertainment sectors to achieve excellence, advance in their careers, and have offered mentorship to bolster their public speaking and leadership skills.

TECHNOLOGY & EXECUTIVE LEADERSHIP: Specialize in transforming underachieving technology and business operations into top-tier, efficiently functioning organizations. Introduces structure and systematic approaches, adopts technology standards and policies through ITIL processes, and establishes data warehouses. This facilitates strategic reporting, enhances forecasting accuracy, and improves operational efficiencies.

MERGERS & ACQUISITIONS: Engaged in pre-planning and post-merger initiatives, which involved reorganizing IT departments, identifying opportunities for consolidating IT assets and workforce, and finding synergistic cost savings. Conducted benchmarking of infrastructure performance pre- and post-merger, implemented enterprise-level processes, and procedures to ensure optimal service levels for the merged entity. Also focused on identifying cost-saving measures to establish a more efficient and sustainable infrastructure by transitioning to advanced technologies.

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CEO~COO~CIO~CTO~CDO TRANSFORMATIONAL



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Leadership Principles Guiding My Daily Actions

- Leading with Compassion
- Championing Transformation
- Embodying Servitude and Support
- Being a Relied Upon Advisor
- Practicing Considerate Decision-Making
- Prioritizing Meaningful Relationships
- Exercising Thoughtfulness and Awareness
- Driving Towards a Visionary Future
- Cultivating Innovation
- Dedicated to Coaching and Developing Talent
- Fostering Team Collaboration
- Acting as a Catalyst for Change
- Fueling Actions with Passion

Work Experience

CORPORATE CIO, TECHNOLOGY & INNOVATION

THE KESSLER COLLECTION | June 2022 - March 2024

A boutique luxury ownership and management of 11 hotel properties across the US., Fractional CIO/CTO

- Led the IT Team to successfully complete over 185 technology modernization projects across corporate HQ and 11 luxury hotel properties.
- Reduced over \$1M in expenses.
- Project implementations included a complete rearchitected of the core network, building and implementing a security ecosystem as well as rearchitected the core PMS, backup solutions and over 50 applications across the enterprise.

INTERIM CIO / VICE PRESIDENT, ENTERPRISE TECHNOLOGY

NASCAR ENTERPRISES, LLC | January 2020 - January 2022

As a key member of the executive management team, I play a pivotal role in driving organizational change across the company. I oversee a department of over 70 staff members, providing support to 7 corporate locations and 13 racetracks, and ensuring the needs of 2,300 employees across the United States are met. I am responsible for managing an operational and capital budget exceeding \$40 million.

I led the formulation and execution of our enterprise-wide technology strategy and solutions. This includes overseeing data architecture, data warehousing, business intelligence, analytics, marketing and ticketing technologies, network and desktop engineering, service desk operations, enterprise applications, cloud architecture, and enterprise servers and storage. Additionally, I ensure the robustness of our information, data, and cybersecurity frameworks.

- **Achieved a reduction of \$3.2 million in IT operational expenses by renegotiating software and hardware licenses, maintenance contracts, optimizing operations, upgrading technology solutions, and retiring outdated, costly technology..**
- **Created new multi-million dollar revenue stream, focused on technology partnerships by leveraging my 16 years of marketing and sponsorship sales expertise and relationships. 1st year=\$6.8M in Revenue**
- **Revamped technology department, repositioning leadership, personnel, teams, workstreams, processes and enabled a transparent culture placing IT as a "Trusted Advisor" to the Enterprise.**
- Implemented leadership training programs via Harvard University ManageMentor.
- Implemented technology skills assessments and training programs via PluralSight.
- Lead and oversee innovation, technology strategy and analytics.
- Lead and oversee the re-architecture of the enterprise data warehouse, cloud architecture, streamlined and improved business processes, implemented security protocols.
- Leading data strategy and implementation of BI, Analytics and KPI Executive Dash-boards.
- Initiated a data vision and culture to enable successful business transformation through insight-driven integration of mission, process, talent and technology. Equipped business organizations to achieve real, sustained change and the adaptability to tackle emerging opportunities.
- Overseeing the enterprise implementation of Workday, ServiceNow, re-architecture of the enterprise consumer data warehouse, re-architecture of the enterprise network, implementation of SDWan and overall 3 year technology strategy and roadmap.

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Awards & Recognitions

2024 HMG STRATEGY GLOBAL LEADERSHIP INSTITUTE AWARD

HMG Strategy - February 2024

TOP CIO OF TRAVEL & HOSPITALITY INDUSTRY-2023

Tech Outlook Magazine - June 2023

2022 10 MOST INFLUENTIAL WOMEN BUSINESS LEADERS TO WATCH IN 2022

Tycoon Magazine - February 2022

2021 TOP 100 TECHNOLOGY WOMEN ACROSS THE WORLD

Digital Magazine - March 2021

2022 FLORIDA CIO OF THE YEAR ORIBE AWARDS

Finalist for CIO of the Year

2021 10 MOST INSPIRING CIO'S OF 2021 Global Leader in the IoT Industry

Industry Era Magazine - 2017

1ST NHL FEMALE TECHNOLOGY EXECUTIVE

1ST MLB FEMALE TECHNOLOGY EXECUTIVE

Work Experience, continued

CEO & MANAGING PARTNER

NEXTGEN DISTRICTS, LLC | 2017 - 2020

As Managing Partner, develop business opportunities, manage all contracts and business operations.

- Generated \$2.9M of consulting revenues in first 2 years.
- NextGen Districts (aka NXG) was formed by prior Sport & Entertainment Industry Executives to be a transparent technical resource to our industry relationships and partners.
- NXG specialized in evaluating strategic solutions to align with an organizations' business goals, objectives, business KPI's and budgets.

FOUNDER & CEO

SEAT, LLC | 2006 - 2020

Global sports industry conference and consortium. Founded in 2006 on the premise of creating a forum for international sports IT executives to network, share and partner together, the conference has organically grown into an extraordinary collaboration of the brightest minds from over 30 countries coming together each year. SEAT has a culture of open communication, collaboration, sharing of best practices, strategies, innovation strategies, leadership strategies and best practices with the best technology companies across the globe.

- SEAT is the ONLY 100% industry peer-driven annual conference across the sports & entertainment industry
- SEAT is the only sports industry conference 100% owned and operated by a woman.
- SEAT and subsidiaries 100% self-funded by Christine Stoffel, no investors and no debt.
- SEAT Executive Advisory Board is comprised of 27 Global Sports Executives.
- SEAT Steering Committees are comprised of 92 global sport & entertainment leaders.
- Christine grew SEAT from 0 revenues in 2006 to 2.8M annual revenues through 2019.
- Total Revenue Generated in 16 years = \$32,236,300.
- Total # of Global Sport & Entertainment Leaders Attended SEAT Event in 16 years = 8,851.
- Total # of Sponsorships Sold in 16 years = 945.
- Total # of Global Technology Companies Christine Worked with Across 16 Years = 790.
- Total # of Technology-Related Topics/Sessions Across Conference Programs Christine Created = 797.
- Total # of Global Countries Represented at SEAT Events = 52.

SPORTS INDUSTRY TECHNOLOGY ADVISOR & CONSULTANT

Insight, D3 and S5 | 2008 - 2010

- Provided advisory support to help create/justify sports verticals within business units; provided technical project management and technology consultancy.

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Advisory & Board Memberships

HFTP ADVISORY COUNCIL MEMBER

HITECH is the world's leading hospitality conference.

INSIGHT CxO Client Advisory Council Member

The Insight CxO Client Advisory Council provides a platform for industry thought leaders to explore innovative IT solutions in a digitally transformed world.

INSPIRE CIO, FLORIDA CHAPTER

Board & Advisor, Florida Chapter

MARRIOTT TECHNOLOGY ADVISORY BOARD

COMCAST NBC UNIVERSAL BOOMTOWN ACCELERATOR

Advisory Board Member

INFO-TECH RESEARCH GROUP / INFOSEAT

Sports & Entertainment Advisor

ISTA | INTERNATIONAL SPORTS TECHNOLOGY ASSOCIATION

Executive Advisory Board Member

Work Experience, continued

CHIEF TECHNOLOGY OFFICER & VICE PRESIDENT TECHNOLOGY

ARIZONA DIAMONDBACKS MLB CLUB | 2007 - 2008

Managed all information technology operations for Major League Baseball team, Chase Field, and spring training facility.

- Created \$5.4M revenue through new relationships and technology sponsorships.
- Increased operational efficiencies and decreased infrastructure downtime by 98% in 6 months.
- Implemented change management and technology standards decreasing operational expenses by 45%.
- Created company-wide technology strategy and 3-year roadmap
- Enabled cross-functional partnership between business and IT improving overall enterprise-wide technology efficiencies.
- Delivered innovative technologies, increasing revenues, improving net new sales opportunities while streamlining corporate-wide internal processes.
- Restructured the company's IT network to migrate from a server and data network system previously used in conjunction with NBA's Phoenix Suns while the two were under one ownership.
- Orchestrated a complete refresh of computer equipment throughout the organization: Through the brokering of unique partnerships with technology giants Dell, Cisco and Microsoft, positioned the Diamondbacks as a leader in cutting-edge technology among Major League Baseball teams.
- Initiated and established IT governance process with project portfolio and scorecards.

CHIEF INFORMATION OFFICER & VICE PRESIDENT OF STRATEGY

PHOENIX COYOTES NHL CLUB | 2006 - 2007

Managed all technology for the Phoenix Coyotes, Arizona Sting lacrosse team and Jobing.com Arena. Completed numerous cost-saving and revenue-producing technology projects for the hockey club, including a complete voice, data, wireless and multimedia communications system installed by Nortel to ensure that all staff, vendors and guests in Jobing.com Arena had high-speed communications across the facility.

- Created \$2.9M revenue through new relationships and technology sponsorships.
- Increased operational efficiencies; decreased infrastructure downtime by 100% in 2 months.
- Implemented change management; technology standards decreasing OPEX by 85%.
- Initiated and established IT governance process with project portfolio and scorecards.
- Enabled cross-functional partnership between business and IT improving overall enterprise-wide technology efficiencies. Restructured business and technology operations, reducing TCO and increased operational efficiency by implementing IT policies, procedures and processes.
- Led and oversaw the re-architecture and implementation of 10-year-old facility with new POE data and voice infrastructure, network firewall, SSLVPN, windows servers and core applications of Team Franchise arena and corporate office.

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Professional Development

AI Mastery Course

CDPSE – Certified Data Privacy Course

ISACA (Online)

Various CPE Courses: Zero Trust Privacy, Breach of Trust, Security Operations Culture, Strategic Security Design

ISACA (Online)

DIVERSITY, INCLUSION & BELONGING

Harvard University (Online)

ENCOURAGING INNOVATION & CREATIVITY

Harvard University (Online)

DIGITAL HUMANITIES

Harvard University (Online)

AWS ARCHITECTURE & SOLUTIONS

PluraLSight Technical (Online)

ETHICAL, LEGAL & SECURITY ISSUES IN DATA

PluraLSight Technical (Online)

References

- Over 200 Available Upon Request
- Please see LinkedIn

Work Experience, continued

DIRECTOR, INFRASTRUCTURE TECHNOLOGY

CAREMARK /CVS | 2001 - 2006

Fortune 50 Company, with 230,000 employees, operating within a \$66.79 Billion company providing pharmacy benefit, health improvement products and services for over 80 million lives nation-wide.

Held numerous positions with Caremark RX, the nation's premier integrated pharmacy services provider delivering simultaneous large-scale, mission-critical IT projects more than \$43.5M providing infrastructure improvements and strengthening operational capabilities.

- Delivering simultaneous large-scale, mission-critical IT projects more than \$43.5M providing infrastructure improvements and strengthening operational capabilities, on-time and under budget.
- Managed over 2,000 servers, 900TB of data, and 2,800 network switches/devices located in 57 data centers across 46 states.
- Oversaw operating budgets for multiple departments, totaling over \$60 million.
- Directed 38 direct reports, 100 staff members and multiple teams across 46 states.
- Oversaw the Telecom department's operational budget of \$12.3 million, achieving \$1.2 million in cost savings through the renegotiation of vendor contracts.
- Strategic leadership through problem solving, implementing and designing effective processes.
- Managed 3 separate IT mergers due to multiple corporate acquisitions over 5 years.
- Managed in excess of 2,000 servers, 900TB of data and 2,800 network switches/devices in 57 data centers across 46 States. Managed 38 direct reports and multiple teams across 46 states.
- Managed multi-departmental operating budgets in excess of \$60M.
- Identified and realized in excess of \$1.3M savings by re-negotiating maintenance contracts for server hardware and software and additional \$2.4M reduction in Windows Server departmental expense budget.
- Re-engineered IT core processes streamlining operations, improving customer service levels, and improving productivity. Accomplished using ISO9001, Sarbanes-Oxley, COBIT, HIPPA, and ITIL processes.
- Developed and implemented closed loop change control policies and procedures, improving customer SLA's and streamlining the compliance process.
- Led Internet Team re-engineered architecture for enterprise-wide corporate Internet /Web /Ecommerce
- J2EE/Java/and WebLogic Infrastructures, streamlining support, reduction of \$1M of hardware expense.
- Positively influenced corporate bottom line by an \$8.5M reduction in Telecommunications expense