# Travis E. Hoff

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**Executive Summary** Business-aligned technology executive with 20+ years of experience directing high-performing enterprise data organizations (up to 30+ headcount), managing $9M+ budgets, and delivering modern data platforms, governance frameworks, and AI capabilities. Trusted advisor to C-suite and EVP leadership, specializing in transforming fragmented data ecosystems into high-value enterprise assets that accelerate growth and efficiency.

## Executive Expertise

- **Leadership & Strategy:** Enterprise Data Strategy, Digital Transformation, Executive Roadmap Development, Organizational Leadership, Budget Management, Stakeholder Management, Change Management, B2B and B2C Experienced
- **Governance & Compliance:** Enterprise Data Governance, Data Quality Management, Metadata Management, Master Data Management (MDM), SOC 2, CMMC, Regulatory Compliance, Audit Readiness, Compliance monitoring, Data Privacy
- **Data Architecture & Engineering:** Medallion Architecture, Microsoft Fabric, Azure Data Platform, Enterprise Data Warehousing, Data Modeling, Data Solutions, Data Infrastructure, Integration (Oracle Fusion, Salesforce)
- **AI & Analytics:** AI Strategy & Enablement, Predictive Analytics, Machine Learning (ML), Large Language Models (LLM), Business Intelligence (Power BI), Route Optimization

### Technical Skills

- **Platforms & Cloud:** Microsoft Fabric, Azure, OneLake, Azure Data Lake, Teradata, Hadoop, Aster, SQL Server
- **Tools & Software:** Power BI, Power Automate, Oracle Fusion ERP, Salesforce CRM, MS Purview, MS Ontology
- **Methodologies:** Medallion Architecture, Enterprise Architecture, Data Governance, ETL/ELT, KPI Governance

## Professional Experience

**Summit Companies** | Senior Director – Enterprise Data & Business Intelligence | August 2024

- **Enterprise Data Strategy:** Developed the enterprise data strategy and multi-year modernization roadmap, aligning technology investments with executive priorities for C-suite and Board approval to support rapid acquisition growth.
- **Data Architecture:** Designed and implemented Microsoft's Fabric Lakehouse platform utilizing OneLake and Medallion Architecture to create a scalable enterprise data foundation. Directed enterprise integration strategy connecting Oracle Fusion ERP, Salesforce CRM, and operational platforms through canonical enterprise data models.

- **AI Transformation:** Secured funding and led the development of an AI-powered Route Optimization proof of concept projected to generate $1M+ annually within the pilot branch through backlog reduction and improved technician utilization, presenting milestones directly to the Executive Committee. Introduced LLM-powered workflows that accelerated business request intake and analytics delivery.
- **Data Governance & Quality:** Established Summit's first Enterprise Data Governance and Data Quality program. Created an enterprise stewardship model, KPI governance, business glossary, metadata standards, ownership framework, and data quality monitoring, improving executive confidence in enterprise reporting.
- **Compliance & Security:** Partnered with Information Security, Infrastructure, and executive leadership to align enterprise data architecture with SOC 2 and CMMC customer security requirements, strengthening governance, access controls, and audit readiness.
- **Organizational Leadership:** Reorganized Business Intelligence, Data Engineering, and Database Administration into a unified enterprise data organization. Built executive dashboards and enterprise scorecards supporting strategic decision-making.

**Wells Fargo** | Vice President – Enterprise Data & Technology Leadership | July 2001 – August 2024 Progressed through enterprise leadership positions including Head of Data & Analytics Testing & Validation, Risk Analytics Manager, Technology Relationship Manager, Wholesale Database Strategy Manager, and Business Systems Consultant Manager.

- **Executive Leadership:** Led enterprise data organizations supporting analytics, technology, operational risk, regulatory reporting, and strategic business initiatives across a 23-year career supporting critical banking operations.
- **Platform Modernization:** Directed modernization of enterprise data platforms utilizing Teradata, Hadoop, Aster, cloud technologies, and enterprise data warehouse solutions.
- **Reporting & Governance:** Built enterprise reporting environments and executive KPI frameworks supporting operational performance across multiple business lines. Led enterprise governance initiatives improving data quality, operational controls, and decision-making capabilities.
- **Testing & Quality:** Established enterprise testing, validation, and quality management processes that improved data accuracy, release confidence, and regulatory compliance.
- **Team & Program Management:** Managed large cross-functional teams of managers, engineers, developers, analysts, database administrators, and business partners while overseeing large-scale technology programs supporting critical banking infrastructure, risk management, and operational resilience.

## Education

- **Bachelor of Arts in Sociology (Criminal Justice Emphasis)** – University of Wisconsin–Eau Claire

## Certifications

- **Microsoft Certified: Azure Fundamentals (AZ-900)**