**Brian C. Parks ~ US Army Veteran**

Peoria, AZ 85383 | 210-241-8645 | parksbc@gmail.com

[www.linkedin.com/in/parksbc](http://www.linkedin.com/in/parksbc) | <https://www.briancparks.net>

**TECHNOLOGY INNOVATION DIRECTOR**

Accomplished IT executive with experience in IT program 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.

**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**

* 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.
* 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.
* 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.
* 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.
* 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 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.

**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.

**Brian C. Parks | parksbc@gmail.com | Page Two**

* 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.

**Culture Advocacy**

* Created and led Zero Day Physical Training (ZDPT), praised by USAA’s former CEO as the “most unique cultural experience” in company history—boosting military acumen for 5,000+ employees across 29 events.
* Co-founded USAA’s first Employee Resource Group (ERG) to improve IT college hire retention (exceeding 10-year tenure goals), paving the way for the launch of VetNET, focused on the military community.

**WORK EXPERIENCE**

**Pyramid Consulting,** Phoenix, AZ **March 2025 – Present**

**Client Partner – USAA Account**

Strategically leading Pyramid Consulting’s engagement with USAA by strengthening relationships across Enterprise CIO leadership and positioning Pyramid as a mission-aligned, full-spectrum talent and technology partner.

**Elara Caring,** Phoenix, AZ **July 2022 – March 2025**

**Mergers and Acquisitions Integration Director & Military Strategy Lead**

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

**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**

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

**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