

Andrei Girenkov

CTO / Digital Transformation Executive.

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Summary

I am a technology & business executive with a track record of leading enterprise transformations. I am a trusted partner to CEOs, blending extensive technological expertise with a keen understanding of business strategy to forge strong connections between the two. I have provided advisory services to numerous companies and venture funds in the wealth and real estate sectors, offering guidance on technology strategies and matters related to information security and regulations, leveraging my expertise both as a technologist and as an attorney. Driven by a deep sense of social responsibility, I founded a charitable organization dedicated to rebuilding homes for victims of war in Ukraine. I actively contribute to the growth and development of engineering students at Carnegie Mellon University by mentoring and delivering lectures that inspire and shape their careers.

Professional Experience

CSC Service Works | Tampa, FL | 10.2024 – Present
Chief Technology Officer

CSC is the country's largest provider of route laundry and air vending services serving 200 thousand locations across the US and Canada, and processing over 500 million vends annually.

As CTO I am leading CSC's journey to connect each of our 800 thousand machines to the cloud via **IOT enabling digital payments** and **eliminating \$20m** in annual collection, counting, shrinkage and other costs. In conjunction with IOT hardware, my team has built a laundry & resident services app which is on track to be used by **4 million users** by 2026 2H. This combination of software and hardware has enabled us to build a rich 360-degree view of customer spending habits, powering our marketing stack, and providing a lifetime value score to our commercial team, allowing optimal use of capital to win deals.

→ See a demo: <https://app.onetapaway.com/>

In parallel, I am pursuing a transformation of our back-end operations. My team is replacing 8 disparate legacy systems, with a single sales, field service, and financial ERP (Dynamics 365), which will allow for an **integrated S&OP process** expected to achieve **\$20m in parts and service efficiencies**, as well as **\$5-7m reduction** in annual licensing and support costs.

My team has implemented a mastered data layer using Databricks medallion architecture, which facilitates consistent, accurate, and fast reporting. We are currently working on implementing an AI infrastructure which will consume sales, finance, service, collections and customer data into a single set of models and is set to transform operations across each of these functions.

Education & Licensing

- Carnegie Mellon Executive Education – **Applied Machine Learning & AI**
- **Juris Doctor, Corp & Financial Law**, Fordham University School of Law, Cum Laude
- **Master Software Eng.**, Carnegie Mellon University, High Honors
- **BS, Computer Science**, Rutgers, University, General Honors
- Admitted to practice law in New York, Florida, and before USPTO

Board Membership

- **Carnegie Mellon University**, Master of Software Engineering Program, Alumni Advisory Board
- **Agrippa, Inc.**, Advisor to CEO
- **Liberty Station Ukraine**, Director

Competencies

- Servant-Leader Executive
- Business & Technology Strategy Development.
- AI Ops & Technology Transformation
- Go To Market Strategy in Financial Services & Real Estate
- Digital Transformation of Enterprise
- Building and Scaling Agile IT Teams
- Client-Centric Product Management
- Software Architecture & Enterprise-Scale Applications
- Process Improvement & Automation
- DevOps & Agile Delivery

DIGITAL TRANSFORMATION SOLUTIONS | Tampa, FL | 04.2023 – 10.2024

Principal Consultant

DTS is a consulting agency offering project-based support and leadership of digital transformation initiatives to PE funds and operating companies in the financial services and property technology industries. Drawing on my years of technology, data and digital leadership experience and leveraging cost effective nearshore development partners we help clients with IT and organizational strategy, product management, interim CTO/CIO, industry specific GTM strategy, engineering project leadership and building out teams whether it's their first IT hire or a new team

- For Mizuho Securities, recruited a team, developed product features, and led development of an algorithmic pricing system in support of Fixed Income and Equities trading desks: 12 months from ideation to product launch under strict banking SDLC requirements.
- For Checkr, a leader in the employee-screening space, in partnership with VP of Product developed a tenant-screening product roadmap, developed GTM strategy, and negotiated partnership with industry leading CRM to include screening product in their set of offerings.
- For Agrippa, a series A startup in proptech space – developed a 2-year IT org, budget, and capabilities roadmap to support the growing business. Recruited their first CTO, staying on as an advisor to the CEO.
- For a large Private Equity fund – conducted technology and industry due diligence on multiple potential acquisitions in the prop-tech and fin-tech arenas. Advised several portfolio company CEOs on technology scaling and GTM strategy.

GREYSTAR | Tampa, FL | 09.2020 – 04.2023

Sr. Managing Director & Chief Technology Officer

Greystar is the world's largest residential property management, development & investment firm operating over 1 million units across 21 countries. I drove the success of a 400+ person department with a budget of \$75 million. My responsibilities spanned product, software engineering, PMO, corporate & productivity apps, IT operations, infrastructure, infosec and global data analytics.

As the company's first CTO, analyzed and rationalized existing (shadow) IT groups to design a strong centralized service-focused IT organization, structurally aligned to partner with each line of business.

Created and implemented the company's **infosec, data & analytics, and technology roadmaps** based on business goals through a formal but light weight IT governance process. Created a ~125-person Global Delivery Center in Bangalore, India focused on data & analytics and service desk functions, and implemented Service Now ITSM, bringing average IT issue resolution time **down from 3 days to sub 24 hours**.

Owned the complete P&L (product, development, pricing and operations) of Greystar's **B2C platform**, which included the "Living by GS" app, centralized leasing operations, 360-degree Customer Data Platform, Gen AI leasing agents, smart-home tech, and self-guided tours of our units enabled a proven **10% NOI lift on pilot properties**.

→ Read more: <https://profilemagazine.com/2023/andrei-girenkov-greystar/>

COLONIAL LIFE / UNUM GROUP | Columbia, SC | 11.2018 – 09.2020

Vice President & Chief Information Officer

Colonial is a ~\$2b subsidiary of F500 Unum Insurance Group. Led strategy and operational decisions as part of Colonial's senior management team, with responsibility for all aspects of CLA technology. Managed a \$23M **digital transformation** project portfolio serving 100,000 employer clients and 5 million policyholders.

Led 150+ person technology department with a budget of \$50M across 7 geographies, covering Application Development, Test Automation, DevOps, Cloud Engineering, Data & Analytics. Implemented Scaled Agile Framework, consistently measured **KPIs** & created a standardized CI/CD pipeline across the enterprise. **Optimized run budget by 20% and reduced the number of critical production incidents 85% YOY**.

Led the design and implementation of **Agent Assist**, industry's first 100% digital **mobile** prospecting & sales tool for Colonial's 15,000 independent agents. Took a user-first approach to design and achieved 90%+ adoption in first year. Doubled the percent of new agents achieving key sales targets. Sales activity data captured through the system enabled us to measure CLTV and use **predictive analytics** for lead scoring and next-best product recommendation.

→ See a demo: <http://coloniallife.info/agentassist/ltr/index.html>

Led a comprehensive **digital efficiency program**. Redesigned client portal to provide additional self-service capabilities and actively drove user adoption 45% to 60% in 3 months. Used **NLP** to automatically service highest volume email requests. Changes **reduced SLA from days to minutes** for common actions and enabled reduction of the contact center team by 20%.

→ See a demo: <https://www.coloniallife.com/clientportal>

RAYMOND JAMES FINANCIAL | St. Petersburg, FL | 04.2015 – 10.2018 **Vice President, Private Client Group Technology**

Led a digital transformation of the Client Onboarding program for an F500 wealth management firm. Managed \$10m P&L, led a 50-person development department spread across 6 geographies using agile delivery methodology.

Results achieved:

- Replaced paper-based account opening with dynamically generated electronic documents using OpenText & DocuSign, enabling a fully paperless onboarding experience.
- Partnered with ops leadership to map & streamline the onboarding approval process, then using Robotic Process Automation & Business Process Management solutions, reduced onboarding time from 14 to 2 days and ops team size by 25%.
- Transformed enterprise data warehouse from account centric to client-centric data model, unlocking key use cases in prospecting analytics, KYC, share of wallet, etc.
- Achieved 99% adoption across the firm's 3,500 independent branches in 5 months.

Product managed the firm's **Connected Advisor** robo-advisor program. Developed a go-to-market strategy that does not compete with human advisors, respecting the firm's advisor-first culture and brand promise. Used journey maps, personas, and rapid voice of the customer feedback loops to keep customer experience as the north star.

→ Read more: <https://advisorhub.com/raymond-james-exec-our-robo-wont-compete-with-advisors/>

As member of a sr. executive working group, led the technology analysis, strategy & response to **Dept of Labor's fiduciary rule**, which threatened the operational model of every wealth management firm in the country in 2016.

DIRECT EDGE STOCK EXCHANGE | Jersey City, NJ | 07.2007 – 03.2015

Head of Software Development

Hands on software developer, architect, and leader; built a highly distributed, ultra-low-latency trading system from the ground up, which enabled a startup to grow into America's third largest stock exchange (20% market share today) and resulting acquisition by CBOE. Led a team of 20 engineers through two M&A events, ensuring smooth integration with minimal disruption by setting strategy for systems integration, personnel rationalization and retention.

Obtained Juris Doctorate and led the company's technology strategy & response to regulatory fallout following the **flash crash** of 2010.

→ Read more: <https://www.nytimes.com/2011/01/02/business/02speed.html>