

Andrei Girenkov

CIO | 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 have founded a charitable organization dedicated to rebuilding homes for victims of war in Ukraine. Additionally, 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

DIGITAL TRANSFORMATION SOLUTIONS | Tampa, FL | 10.2022 – Present
Principal

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.

- Mizuho Americas was seeking to introduce algorithmic pricing functionality into their trading systems: built an agile delivery team with specialized knowledge of high frequency trading systems; developed a detailed system architecture; obtained buy in from multiple executive stakeholders on a detailed 6 month delivery plan, and proceeded to execute.
- For an established company in the employee-screening space wishing to break into tenant-screening adjacency: provided a detailed market segment overview, co-developed a GTM strategy with head of product, introduced and negotiated an industry partnership, and led the product definition effort.
- For a series A startup – developed a 2-year IT organization, budget, and capabilities roadmap to support the growing business. Interviewed and onboarded 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.

Education & Licensing

- Carnegie Mellon Executive Education
– **Applied Machine Learning & AI**
- **Juris Doctor, Corp & Financial Law**
Fordham University School of Law,
Cum Laude
- **MS IT, 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**, School
of Computer Science, Alumni
Advisory Board
- **University of South Florida**, Muma
College of Business, Advisory Board
- **Agrippa, Inc**, Advisor to CEO on Tech
& GTM strategy.

Competencies

- 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 Apps
- Big Data, Gen AI, ML, NLP &
Predictive Analytics
- Process Improvement & Automation
- DevOps & Agile Delivery

GREYSTAR | Tampa, FL | 09.2020 – 04.2023

CTO - Sr. Managing Director, Executive Committee Member

Greystar is the world's largest residential property management, development & investment firm operating 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**; presented same to executive committee & board to secure support; grew IT/DT budget from \$20m to \$75m over 3 years by aligning IT priorities to business goals through a formal but light weight IT governance process.

Created a ~125-person captive **Global Delivery Center** in India focused on data & analytics and service desk functions. Implemented Service Now ITSM, **reducing average request handle time by 60%**.

Led the GTM strategy & implementation of Greystar's **B2C platform**, which aims to create a direct digital connection with residents using a branded mobile app and centralizing operations. A centralized CRM (MS Dynamics), Customer 360 DB, **robotic process automation, Gen AI** virtual leasing agents, smart-home tech, and virtual tours of our units enabled a proven **10% NOI lift** on pilot properties.

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

COLONIAL LIFE & ACCIDENT INSURANCE CO / UNUM GROUP | Columbia, SC | 11.2018 – 09.2020

Vice President & Divisional CIO

Colonial is a ~\$2b subsidiary of F200 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 a 150+ person technology department covering agile Application Development, Test Automation, DevOps, Cloud Engineering, Data & Analytics. Optimized IT ops budget by 20% and **reduced** the number of **critical production incidents 85% YOY** in first year.

Led the design and implementation of **Agent Assist**, industry's first 100% digital **mobile prospecting & sales tool** for Colonial's 15,000 agents. Took a user-first approach to design and achieved 90%+ adoption in first year. Doubled the percentage of new agents achieving key sales targets. Sales activity data captured through the system enabled CLA to measure customer lifetime value 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 from 45% to 60% in 3 months. Used **NLP & AI** to automatically service highest volume 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, 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>