

Jon Mittelbronn

Technology & Product Executive

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SUMMARY

Multi-discipline technologist; product, engineering & AI strategy.

Multi-discipline product technologist with 20+ years across product development and consulting for Fortune 50 companies. Concurrent CTO across BlueRiver, SalesDXP and Mura Software; today leading technology for Razorfish's largest accounts — setting AI strategy for AI-assisted development & QA, and deploying Agentic AI for legal compliance and GEO/AEO scoring.

EXPERIENCE

25 years across consulting, agency leadership and product CTO roles.

Group Vice President, Technology

FEB 2024 – PRESENT

Razorfish · Publicis Groupe ATLANTA, GA

- Lead technology strategy for the agency's 6 largest enterprise accounts (\$50M+ annual revenue) across the Southeast.
- Set the bar for cloud-native engineering, MarTech and content/commerce platform decisions across 20+ portfolio clients.
- Implemented AI strategy for AI-assisted development and QA — improved engineering throughput by 30% across 12 delivery teams.
- Deployed Agentic AI for legal compliance on published web content and GEO/AEO scoring; cut manual review cycles by 60%.

CLIENTS Wegmans · Unilever · IHG · Carter's

CTO & Head of Digital, Engineering and Product

APR 2020 – JUN 2023

Mura Software · BlueRiver · SalesDXP ATLANTA, GA

- Concurrent CTO across 3 companies; led product and engineering organizations of 40+ through transformation and growth.
- Built a cloud-native model that scaled internal tooling to enterprise — onboarded a Fortune 5 client (Apple); grew ARR 4x in 18 months.
- Converted an acclaimed CMS to SaaS — cut support overhead 70%, reduced downtime 90%, restored gross margin from 22% to 58%.
- Took a sales-enablement product to market integrating 3 major CRMs; cut sales-prep time from ~8 hours to under 30 minutes.

CLIENTS Apple · CSX · Scientific American

VP / Head of Product & Technology

DEC 2018 – APR 2021

Goods & Services ATLANTA, GA

- Technology lead for the firm's largest financial-services book — \$15M+ ARR across 5 Fortune 500 clients.
- Set marketing-technology strategy for a major investment bank on Adobe Marketing Cloud + AWS serverless; 3x faster campaign launches and 25% lift in qualified-lead engagement.
- Drove a global marketing-data consolidation strategy across 12 markets for the world's largest bank's wealth-management arm.
- Conceived and shipped a B2B PSA SaaS on serverless architecture; profitable within 14 months of launch.

CLIENTS JPMorgan · Lord Abbett · Chubb · IEx · Southern Glazer's

Senior Director of Technology, Regional Lead

JUN 2010 – DEC 2018

Publicis Sapient · SapientNitro era ATLANTA & TEXAS

- Ran a \$40M+ book and a team of 60+; built an award-winning experience-technology practice for the Southeast.
- Built Texas capability from 4 to 35 engineers; exceeded financial commitments by 135% — highest margins in NA.
- Led AT&T's consumer-site transformation: cut component count from 1,000+ to under 100, doubling marketer velocity.
- Reimagined MD Anderson's patient experience end-to-end; A/B testing strategy drove a 22% lift in donation conversion.

CLIENTS AT&T · AIG · Walmart · Home Depot · Coca-Cola · MD Anderson · UPS · Verizon

EXPERIENCE

Earlier roles, continued.

Senior Director of Technology, Strategy

NOV 2017 – APR 2018

Rightpoint ATLANTA, GA

- Ran the Southeast book; grew the firm's largest healthcare account by 40% YoY on Microsoft / Azure solutions.

CLIENTS Orlando Health · LexisNexis · Global Payments

Web Development Manager

DEC 2008 – OCT 2010

Pega Systems (OpenSpan) ATLANTA, GA

- B2B technical strategy — led platform evaluation across 8 vendors, product selection and CRM integration. Owned forward-facing web initiatives end-to-end.

Web / Interactive Lead, Designer & Illustrator

JAN 2002 – DEC 2008

Luckie & Co. · Objectware · WaCA · CDC · GTFS-Gulf US & DUBAI

- Led web teams across pharma and hospitality DTC; bacterial illustration and 3D animation for the CDC's Biologics Department; UI & front-end at GTFS-Gulf, Dubai.

SKILLS

AI strategy, technology leadership, languages and platforms.

AI-Assisted Development AI-Assisted QA Agentic AI Legal Compliance Automation

GEO Scoring AEO Scoring LLM Integration Technical Strategy Product Evaluation

Cloud Architecture DevOps Enterprise Architecture Large-Scale Implementation

Scoping & Estimating Pitch Creation Sales & Marketing Strategy Operations Modelling

Large-Team Management Training Strategy Public Speaking JavaScript TypeScript React

Next.js React Native Node.js C# Java Objective-C HTML CSS AWS Azure

Google Cloud Platform Adobe Marketing Cloud Adobe Journey Optimizer Contentstack

Serverless Headless CMS Financial Services Healthcare Insurance Telecommunications

HIGHLIGHTS

Awards, keynotes and leadership programs.

Best Use of Personalization — Wegmans, Adobe Journey Optimizer	CONTENTCON 2025
Best in Show — Briggo Coffee Haus	DIGIDAY RETAIL 2014
Personalization at Your Fingertips — keynote	WHAT'S NEXT IS NOW 2015
Transforming Digital Experiences to Fight Cancer	ADOBE SUMMIT 2016
Connected Water Conservation through M2X	AT&T SHAPE 2016
SapientNitro CMTOU graduate · Publicis90 startup mentor	PROGRAMME
Slide:ology & Resonate · Leadership Transformation	DUARTE · HYPER ISLAND

EDUCATION

Marketing & Advertising, with applied technology focus.

The University of Alabama

Bachelor's, Marketing & Advertising

1997 – 2001