

# VICTOR PETROPOULOS

Technology Executive | VP/Director of Technology

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I believe technology should accelerate business, not complicate it, through the application of systemic thinking supporting deliberate strategy formulation and execution. I am passionate about translating technical complexity into clarity and helping organizations see the full system, beyond its individual parts. I build high-performing, product-centric engineering teams where we jointly operate as a strategic accelerator for growth and resilience.

- Transformed legacy systems into secure, scalable, cloud-native platforms: led enterprise migrations, automation, and modernization initiatives improving resilience, performance, and reliability to 99.9% uptime.
- Delivered enterprise-wide impact: achieved \$7M+ in annual savings, accelerated deployment cycles from weeks to days, and improved customer satisfaction through data governance, analytics, and workflow automation.
- Directed modernization & AI innovation at The Princeton Review: implemented AI-accelerated DevOps toolchains, modernized .NET platforms, launched A/B testing and observability platforms, driving 27% lift in sales and virtually eliminating the impact of P1/P2 outages.
- Guided Advantage Solutions' SaaS & BI platform transformation: modernized platforms supporting 70K+ associates and global CPG clients; delivered automation, analytics, and compliance frameworks (SOC2, SOX, GDPR) while managing \$6M+ budgets.
- Built high-performing, product-centric organizations: restructured engineering, data, and QA teams for accountability and innovation; introduced modern CI/CD practices, engineering KPIs, and continuous improvement programs.

## - CORE COMPETENCIES -

Digital Transformation • Enterprise Architecture • Cloud Platforms (AWS, Azure) • AI & Automation Strategy • DevOps & CI/CD • Data Governance & Analytics • Operational Excellence • Risk Management & Compliance (SOC2, SOX, GDPR) • Lean-Agile Leadership • Cross-Functional Collaboration • Talent Development • Executive Communication • Continuous Improvement • Strategic Roadmapping

## - PROFESSIONAL EXPERIENCE -

### The Princeton Review and Tutor.Com

Senior Director of DevOps and Application Development

January 2024 – October 2025

Led enterprise-wide technology modernization for one of the most recognized education brands. Directed cross-functional teams across engineering, QA, and data to deliver scalable, cloud-based, AI enabled solutions supporting thousands of users globally.

- Architected modernization of core .NET platform improving scalability, maintainability, and performance, producing a robust basis upon which future products will be built.
- Implemented cloud-native architectures (AWS) resulting in high availability, scalability, and resilience and enhancing customer experience and platform performance.
- Introduced AI-driven developer toolchains to automate testing, debugging, and code review, reducing defects by 35%, improving delivery velocity, and advancing operational maturity.
- Deployed A/B feature experimentation resulting in a 27% increase in sales YOY, and proactive telemetry tooling, enabling improved customer experiences, early outage detection, and faster recovery.
- Restructured engineering, data, and QA teams into a product-centered operating model, accelerating delivery cadence and enhancing stakeholder alignment and trust.
- Piloted bespoke AI agents for student learning support, demonstrating the potential for adaptive, AI-assisted education tools.

- Partnered with Infrastructure, InfoSec and Legal teams in implementing SOC2 (Type 2) controls. Led application development efforts to maintain compliance with FERPA, COPPA, TX-RAMP and GDPR requirements.

## Aexion Foodservice

Strategic M&A Consultant (Contract)

January 2023 – January 2024

Led Advantage Solutions' divestiture of Waypoint Inc and other foodservice focused divisions to Key Impact Sales, resulting in the formation of Aexion Foodservice.

- Supported Advantage Solutions and BCG in structuring technology discovery, migration, and refactoring plans during major divestitures of foodservice business units.
- Guided Aexion Foodservice through integration of acquired business units, optimizing systems architecture and workflows resulting in a transition of business processes without disruption.
- Facilitated workshops with SMEs to map, document, and optimized core business processes resulting in the formulation of a robust GTM suite capability knowledge repository.

## Advantage Solutions: Sales, Marketing, Technology

Vice President of Technology - Engineering and Application Development

March 2015 - December 2022

Directed enterprise software engineering, data, and automation initiatives supporting Advantage's \$4B+ omnichannel retail, experiential, and private-label brand operations. Drove measurable ROI through modernization, analytics, and system reliability across 70K+ associates and hundreds of client partners.

- Modernized enterprise platforms to improve scalability, reliability, and field performance across national retail programs.
- Delivered enterprise automation and AI initiatives (RPA, intelligent workflow orchestration) achieving \$7M+ annual savings, improving cycle times by 95%, and establishing a foundation for continuous improvement.
- Enabled experiential marketing divisions with digital scheduling, staffing, and engagement-tracking systems improving activation ROI by 30%.
- Supported private-label and emerging brands with retail media analytics, demand forecasting, and digital shelf visibility tools, leading to increased sales and market penetration.
- Implemented compliance automation aligned with SOC 2, SOX, GDPR, and CPRA, strengthening data governance and client confidence.
- Introduced a Lean-Agile, DevOps-oriented framework with CI/CD automation, cutting release cycles from monthly to daily and sustaining 99.9% uptime through operational excellence and cross-functional alignment.
- Served and mentored a 120+ member global engineering organization focused on accountability, collaboration, transparency, and measurable delivery outcomes.

## Advantage Waypoint, LLC

Senior Director of IT - Application Development

January 2011 – March 2022

Directed software engineering and analytics, delivering technology that powered sales growth, performance management, and client engagement across national foodservice channels.

- Designed and deployed directed sales management systems to set objectives, manage quotas, and track volume-based sales performance across 1,500+ field representatives.
- Built end-to-end sales opportunity pipelines, reporting dashboards, and forecasting tools providing real-time visibility to leadership and clients.
- Developed field sales enablement tools integrating product data, pricing, and sales tracking for on-site operator and distributor engagement.
- Implemented sample and incentive management and analysis platforms to optimize conversion rates and marketing ROI.
- Delivered a unified sales performance and goal-tracking ecosystem improving transparency, accountability, and territory execution.

- Introduced Agile delivery frameworks and modern SDLC standards, improving release cadence and delivery predictability by 40%.
- Partnered with sales and marketing leadership to align technology solutions with revenue objectives and growth initiatives.

### E Street Software, LLC

Co-Founder

January 2005 – March 2011

Co-founded SaaS CRM AND GTM platform powering the top 24 regional foodservice brokers in North America and Canada, processing \$1.5B+ annually.

- Achieved 99.9% uptime via fault-tolerant architecture, reducing downtime by 70% and boosting revenue by \$2M/year.
- Automated processing of 60K+ EDI/FAX orders weekly, cutting order time by 95%.
- Built CI/CD pipelines to speed deployments by 30% and architected database layer for performance gains of 40%.

### Food Sales West, Inc.

Director of Technology

January 2000 – December 2010

Directed all technology operations for the largest regional foodservice broker, aligning technology strategy with business objectives.

- Integrated IT multi-site operations with business strategy, enabling competitive advantage in customer service and operational efficiency.
- Managed help desk operations to resolve all priority incidents and maintain business continuity.
- Led infrastructure modernization initiatives to improve uptime and system security.

### - EDUCATION AND CERTIFICATIONS -

Bachelor of Arts (BA) in **Management Science and Information Systems** | California State University, Fullerton

CERTIFICATIONS:      **Certified in the Governance of Enterprise IT (CGEIT)** | Info-Tech Research Group  
**Lean Six Sigma Black Belt (ICBB)** | Advanced Innovation Group Pro Excellence  
**PMP® Certification Training Course** | Project Management Institute