CHRISTOPHER A. MURPHY
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PRINCIPAL / LEAD TECHNICAL PROGRAM MANAGER

Strategic Technology Delivery Leader with 20+ years driving cross-functional engineering, architecture, and multi-system integration initiatives within a $13B Fortune 300 enterprise. Proven track record stabilizing distressed programs, governing $10M+ technology portfolios, and delivering unified customer and commercial platforms across global business units. Combines deep expertise in Agile delivery, structured SDLC governance, and TOGAF-aligned architecture with modern Applied AI, automated data pipelines, and ML architectures (M.S. in Applied Data Science, 4.0 GPA).

CORE CAPABILITIES

- Technical Program & Portfolio Leadership
- Enterprise Systems Integration & APIs
- TOGAF Architecture Governance & SDLC Tollgates
- Executive Stakeholder Engagement (CxO)
- Cross-Functional Engineering Delivery
- Vendor Evaluation, Contracts, SOWs & Charters
- Budget, Scope & Schedule Control ($10M+)
- Risk Mitigation & Dependency Mapping
- Agile / Scrum / JIRA Sprint Delivery
- Data Pipelines, Analytics, & Applied AI

PROFESSIONAL EXPERIENCE

Fractional Digital Lead (Equity Partner), OrganizeToSize, Corning, NY Nov 2025 - Present

- **Architected end-to-end e-commerce and analytics infrastructure** for a direct-to-consumer launch, deploying GA4, UTM governance, and Google/YouTube sales channels for full-funnel visibility; modeled B2B acquisition and conversion funnels against historical Etsy benchmarks to forecast revenue and establish KPIs.
- **Pioneered an AI-augmented local development workflow** utilizing Claude Code, Claude Design, and the Shopify CLI to engineer a design system and custom Liquid theme components, bypassing external agency fees, elevating UX/UI quality, and empowering non-technical stakeholders to execute updates.

Digital Strategy Consultant (Contract), DX-ROI, Dublin, Ohio Jan 2025 - Jul 2025

- **Designed and delivered applied AI/ML curriculum for director-level leadership**, created workshops on market trends, agent orchestration (LangFlow), model trade-offs, IP protection, and embedding predictive ML workflows.
- **Audited enterprise analytics and search visibility**, remediating GTM/UTM tracking gaps, while recommending technical and content frameworks for multi-engine findability (SEO/SEM/GEO) and CDP personalization.

Planned Career Transition & Graduate Studies, Syracuse, NY Jan 2024 – Dec 2025

- **Completed full-time M.S. in Applied Data Science (4.0 GPA)** during a technical sabbatical, building hands-on fluency across modern data pipelines, predictive ML models, and emerging AI architectures.
- **Prototyped machine learning and applied AI solutions**, developing end-to-end workflows including supervised ML classification model training and evaluation metrics, an automated PySpark and vector-search pipeline indexing 10,000 biological taxonomy records, and a functional RAG application integrating ChromaDB and OpenAI APIs.

Director, Experience Platforms & Analytics, Corning Incorporated, Corning, NY Jun 2020 - May 2022

- **Governed Agile delivery across 15+ concurrent platform and marketing streams**, establishing bi-weekly Scrum cadences and automated CI/CD deployments to achieve 100% on-time milestone adherence for high-visibility public events (product launches, earnings, annual reports, and rebranding initiatives); reported delivery health to the SVP and CSO and integrated cross-channel analytics into corporate compensation metrics.
- **Secured and governed $8M+ in modernization funding**, authoring a multi-year business case and ROI attribution model linking marketing-influenced pipeline to corporate revenue; directed funding allocations across ML-driven personalization, modern rich media experiences, and an enterprise Okta Customer Identity and Access Management (CIAM) architecture for authenticated preferences and portal access.
- **Captured ~$1M+ in annual recurring savings** by building Corning's first in-house digital delivery organization (12+ staff across engineering, UX, data, and brand); restructured agency contracts and insourced execution to eliminate multi-vendor friction, doubling deployment velocity for digital products tied to high-visibility corporate initiatives.

- **Modernized core enterprise digital experience architecture**, leading the global upgrade to Adobe Experience Manager (AEM Touch UI) and establishing Corning's first modular digital design system and rich-content authoring framework. Upgraded enterprise search to Lucidworks Fusion and Apache Solr, deploying ML algorithms to optimize query intent, semantic discovery, and search result relevance.
- **Architected enterprise customer data and personalization infrastructure**, standardizing GTM tracking, identity resolution, and audience segmentation. Deployed Corning's first integrated Google Ads capability, launching paid search campaigns that delivered a 5% conversion lift on a flagship product launch.

Sr. IT Manager & Commercial Service Owner, Corning Incorporated, Corning, NY May 2017 - June 2020

- **Rescued a distressed $12M SAP Hybris and AEM commerce transformation**, executing an emergency vendor replacement (RFP through managed services transition) after material legacy systems integrator failures. Integrated a tier-one partner to remediate $2.5M in technical debt and launch customer portals tied to $1B in contractual revenue for hyper-scale/FAANG accounts, earning promotion to Director.
- **Aligned multi-stream technical delivery with executive business cases**, supporting ~$40M+ in modeled revenue uplift and marketing-influenced pipeline. Enforced the "AEM as the Glass" standard integrated with SAP S/4HANA ERP, establishing strict design governance that blocked redundant vendor software to avert $1M+ in licensing for an SAP tool sunset three months post-launch.
- **Engineered enterprise digital analytics and MarTech infrastructure**, consolidating fragmented Google Analytics properties into a unified measurement model; standardized GTM event tracking, UTM taxonomies, and executive performance dashboards to establish baseline CAC, CPC, and conversion metrics across multi-channel media spend.

IT Manager, Solutions Architecture, Corning Incorporated, Corning, NY May 2015 - May 2017

- **Accelerated enterprise middleware modernization** to deliver integration architecture for a $500M global acquisition on time and budget, presenting risk analyses to the C-suite to pivot program scope from legacy systems; led partner selection and deployed a hybrid messaging backbone (BizTalk, MuleSoft) with Informatica ETL pipelines.
- **Governed global solution architecture as a voting member of the Architecture Review Board (ARB)**, established POC and pilot processes, and directed technical evaluations and compliance across the global project portfolio.
- **Mentored and led a global team of enterprise solution architects**, establishing technical standards, reference architecture, and system design services in support of manufacturing, commercial, and corporate initiatives.

EARLIER LEADERSHIP ROLES

Corning Incorporated, Corning, NY

Roles: IT Manager, Business Analysis | Team Lead, Commercial Applications | Internet Technical Leader

- **Established the enterprise SDLC requirements management framework** in partnership with the PMO.
- **Directed the enterprise-wide digital platform redesign** and launch of Corning's flagship web property (corning.com), introducing the organization's first Content Management System (CMS), web analytics, and search.
- **Led cross-functional application and integration engineering teams** delivering global lead-to-order solutions and mission-critical application interfaces.

EDUCATION

Syracuse University, School of Information Studies, Syracuse, NY Jan 2024 – Dec 2025
Master of Science | Applied Data Science (4.0 GPA)

Cornell University, College of Agriculture & Life Sciences, Ithaca, NY
Bachelor of Science | Biological Sciences