BILL HOEFFERLE
SOFTWARE DEVELOPMENT LEADER

815.236.0179
Leander, TX 78641
billhoefferle@gmail.com
linkedin.com/in/billhoefferle

SUMMARY

Expertise in overseeing challenging projects in highly-regulated and fast-paced environments, including start-up, mid-level, and enterprise organizations. Talented and accomplished executive with a proven ability to lead, develop and deliver products and applications. Expert in using IT and HR to enhance business values. Over 20 years of experience in technology and product development in the software industry – with an emphasis on the gaming industry - and 15+ years in managing workforce and projects. Exemplary communication skills and expert mediator amid technical and non-technical audiences.

SKILLS

Management Expertise

- Long-term Planning & Strategy Across Product Lines
- Product Definition, Scheduling, and Feature Definition
- Stakeholder Reporting and Collaboration on Product Performance
- RFP Responses
- Process Improvement
- Project Planning
- Offshore/Onshore Resource Management
- Project Estimation
- Automation

Technical Expertise

- Methodologies: Agile, Scrum, Waterfall
- Full Lifecycle (SDLC) development experience
- Traditional programming and scripting languages/frameworks: C, C++, C#, Unity, React Native, TypeScript/JavaScript, Node.js, .Net framework
- Software Development on Windows, Mac, Linux/Unix
- Mobile Development for iOS and Android
- Cloud Technologies: Google Cloud Platform (GCP), Microsoft Azure, Docker, Kubernetes, MongoDB
- Software/SaaS: Microsoft Office Suite, MS Project, Visio, Miro, Planview, Project Insight, Confluence, JIRA, Rally, TeamTrack, CVS, Perforce, Subversion, GitHub

WORK EXPERIENCE

Aristocrat Technologies, Inc.

Senior Software Development Manager   **2021 - 2023**
Software Development Manager

Led a global team of software developers and build engineers in the design, development and delivery of foundational platform technologies in the mobile gaming space. Partnered with Product Management, DevOps, Quality Assurance and Game Studios in a ground-breaking initiative to bring an entirely new real-money gaming experience to our players.

- *Oversaw incorporating new game features and enhancements for $500M social casino segment - Heart of Vegas, Lightning Link, Cashman Casino, and FaFaFa Gold apps - on iOS, Android, and web.*
- *Delivered company's first real-money mobile gaming app on-time and with zero defects to independent gaming certification laboratories.*
- *Spearheaded platform containerization effort utilizing Docker and Kubernetes, improving application efficiency and delivery times.*
- *Excelled at day-to-day team management, including mentorship, goal-setting activities, hiring, cross-training, and ensuring team members occupied appropriate roles suited to both company and individual goals.*

Tools & Technologies: Unity, C#, React Native, JavaScript, TypeScript, Google Cloud Platform, Docker, Kubernetes, MongoDB, Visual Studio Code, Confluence, JIRA

Everi

Senior Software Development Manager   **2018 - 2021**

Oversaw a team of on-site and remote developers in the design and creation of technology solutions in the casino gaming space. Worked cross-functionally to ensure that product delivery aligned with stakeholders' expectations with regards to scope, timelines, and quality. Member of leadership team, working closely with executives on organizational goals and objectives.

- *Oversaw Game Engine migration from a proprietary C++ implementation to C#/Unity.*
- *Worked with game studios to prioritize, design, and develop core game features.*
- *Reduced technical debt and development backlog by 92% in 12 months through prioritization, directed team focus, and collaboration with product team and stakeholders.*
- *Doubled on-time delivery through the introduction and implementation of Agile methodologies, improving team awareness of feature prioritization and increasing overall deliverable quality.*
- *Increased velocity of new feature requests by 33%, resulting in faster to-market enhancements and improved market performance and operator satisfaction.*
- *Decreased first-pass defects by 40% by institutionalizing quality initiatives including coding standards, code inspections, and static code analysis tools.*

Tools & Technologies: Unity, C#, C++, Visual Studio, Confluence, JIRA

Novomatic Americas

Product Manager   **2016 - 2018**

Oversaw a team of on-site and remote developers in the design and creation of technology solutions in the casino gaming space. Worked cross-functionally to ensure that product delivery aligned with stakeholders' expectations with regards to scope, timelines, and quality. Member of leadership team, working closely with executives on organizational goals and objectives.

- *Designed, developed, and launched progressive web application (PWA) for sales team, which included new product details, upcoming products and roadmaps, interactive maps, and instructional videos.*
- *Reduced costs by 25% and enhanced development flexibility to meet market demands by introducing iterative processes and implementing across development and delivery mechanisms.*
- *Increased VGT sales operations by 50% through the creation and implementation of a product training program and commercial marketing strategies, programs and tactics.*
- *Developed company-wide strategy, business plan, product requirements, and product roadmap based on regional market requirements and competitive market analysis.*
- *Designed and commissioned market research including industry insights, opportunity analysis, competitive analysis, direct and indirect customer requirements gathering to produce impact analysis on product metrics.*
- *Fostered positive interactions with vendors and partners to enhance product lines with new equipment, graphics, and system hardware.*

Lightning Gaming

Director of Technology   **2015 - 2016**

Formulated and drove product roadmap by identifying growth opportunities, goals, and associated strategies for casino gaming start-up. Led consistently high-performing, cross-functional team of software developers, artists, sound engineers, and procurement specialists, leveraging significant industry experience to align team goals with industry mandated regulatory compliance.

- *Designed and implemented 7 new slot themes in six months by implementing a product roadmap and aligning departmental outputs for greatest efficiency.*
- *Developed, integrated, and released the company's first networked progressive system. Leveraged new progressive feature to implement 2 innovative new themes, showcasing the technology.*
- *Innovated new slot theme resulting in record first-look sales at high-profile industry trade show.*
- *Incorporated company-wide defect tracking system resulting in significant reduction in product timelines and reducing missed requirements and errors. Supervised and participated in testing and approval of new HW to replace EOL components.*
- *Increased customer and end-user satisfaction by compiling and incorporating development and integration procedures, along with theme QA process and test scripts.*

WMS Gaming / Scientific Games
Senior Director Software Engineering   **2010 - 2014**
Director Software Engineering

Formulated and drove product roadmap by identifying growth opportunities, goals, and associated strategies for casino gaming start-up. Led consistently high-performing, cross-functional team of software developers, artists, sound engineers, and procurement specialists, leveraging significant industry experience to align team goals with industry mandated regulatory compliance.

- *Cultivated, led, and delivered multi-theme suite on an extremely aggressive schedule for 3 new customers, on-time and with exceptional quality, resulting in $70M in revenue.*
- *Seized SDK redesign effort, including power tolerance and system logging, resulting in 75% reduction in first-pass defects found in applications.*
- *Communicated status, milestones, and risks to department leads and executive teams.*
- *Coordinated and led multi-team source control migration from CVS to Perforce.*

WMS Gaming
Senior Principal Manager Software Engineering   **2005 - 2010**
Senior Manager Software Engineering
Manager Software Engineering

Established system library, which provided the foundation of the game framework, including base classes of the hierarchy, APIs and OS abstraction classes. Implemented utility classes for memory management, concurrency control and a subset of STL.

- *Expertly led team of 10 developers for the development of the game SDK.*
- *Hosted web-based code inspection tools and procedures, resulting in increased defect identification and a more effectual process.*
- *Produced automated build server for development and test organizations, decreasing software upgrade times from 3 hours to 5 minutes.*
- *Instituted continuous integration server, providing real-time notification of system build success, build reports, and static code analysis.*

PATENTS & AWARDS

Authenticating Files in a Wagering Game Machine
United States Patent 8702502

Manufacturer-limited Gaming Parameter Values
United States Patent 8317592

Gaming Machine Having Gaming Parameter Values Selectable by Operator
United States Patent 7311601

Manager of the Year
WMS Gaming

Manager of the Quarter
WMS Gaming

EDUCATION & CERTIFICATIONS

Bachelor of Science in Computer Science
Saint Xavier University

PMI Agile Certified Practitioner