David RALECHE

Director, AI Transformation & Governance | IT Director | Enterprise AI Strategy | ISO/IEC 42001 AIMS

Miami, FL
davidraleche@gmail.com
linkedin.com/in/davidraleche
david.raleche.com
raleche.net
raleche.com

SUMMARY

Technology and AI transformation leader with 20+ years of experience building enterprise platforms, leading engineering teams and driving digital transformation across e-commerce, payments, mobile and API platforms. Focused on helping organizations adopt Artificial Intelligence responsibly, securely and at scale, combining hands-on engineering with enterprise AI strategy, governance, risk management and organizational change management. Leads 30-40 onshore and offshore professionals supporting an e-commerce platform that processes more than $1 million per day.

EXPERIENCE

4over - Wholesale Printing, Los Angeles (Remote, Miami) - *AI Transformation & AI Governance Leader*

Aug 2026 - Present

- Drive enterprise AI transformation aligning business strategy, AI innovation, governance and adoption with executive leadership, IT, Security, Legal, Finance, Marketing and Operations.
- Advance the AI Management System (AIMS) aligned with ISO/IEC 42001: governance frameworks, policies, risk assessments, approval processes, AI inventory and compliance monitoring; support AI Steering Committee decisions.
- Lead adoption of Microsoft 365 Copilot, ChatGPT, Claude and enterprise AI platforms; build executive and employee AI training, AI Champions program, usage metrics and adoption KPIs.
- Design Generative AI and Agentic AI solutions: AI agents integrated with enterprise applications, RAG for enterprise knowledge, and integrations using Python, APIs, MCP and cloud services.

4over - *IT Director & AIMS AI Leader (Senior Technical Lead, Senior Staff Manager)*

Sep 2017 - Present

- Lead 30-40 onshore and offshore professionals across engineering, QA, data, database and release operations; manage staffing and AWS budgets for an e-commerce platform processing $1M+ daily.
- Built and launched the 4over mobile app (React Native, Figma, AWS QuickSight) in three months; it now generates 10% of e-commerce transactions.
- Automated the USPS direct-mail workflow with a Symfony/PHP REST API integrating USPS PostalOne! and Satori (BCC) Architect, replacing a 10-person manual process and reducing operating costs.
- Built an AI chatbot on Slack with AWS Bedrock, Lambda (Python) and Anthropic Claude for customer service and internal employee support, with feedback loops for continuous improvement.
- Deliver AI-powered analytics with AWS QuickSight ML Insights, Redshift and SQL/PostgreSQL: forecasting, anomaly detection and marketing analytics to improve targeting, conversion and ROI; led AI image recognition initiatives.
- Led SOC 2 Type 2 certification work for SDLC and mobile security controls.
- Launched a digital wallet pick-up card for customer order pickup, improving customer experience and cutting physical card costs.

SKILLS

AI & Governance: Generative AI, Agentic AI, RAG, MCP, AI agents, AWS Bedrock, Anthropic Claude, ChatGPT, Microsoft 365 Copilot, ISO/IEC 42001, AIMS, Responsible AI, AI risk management

Leadership: Enterprise AI strategy, digital transformation, change management, offshore team leadership, hiring, budgeting, Agile, Scrum

Languages: PHP 8, Python, JavaScript, SQL, HTML5, CSS3, Java

Frameworks: Laravel, Laravel Nova, Symfony, Magento 2, Adobe Commerce, React, React Native, Vue.js, Node.js

Cloud & DevOps: AWS (Lambda, DynamoDB, SQS, EC2, RDS, Redshift, QuickSight, Bedrock), Google Cloud, Docker, Terraform, CI/CD, Jenkins, Git

Data & Analytics: MySQL, PostgreSQL, Oracle, Redshift, Tableau, Amazon QuickSight, Google Analytics

APIs & Payments: REST APIs, microservices, serverless, Stripe, PayPal, Authorize.net, Facebook Payments, Google APIs, USPS PostalOne!

Security & Compliance: SOC 2, PCI DSS, IAM, SSO, MFA, RBAC, data privacy, disaster recovery

Enterprise: NetSuite, HubSpot, ERP, CRM, Jira, Confluence

LANGUAGES

English, French (both fluent)

ADDITIONAL

HOA President - Homeowner Association, 2016 - present

- Designed a custom REST API integrating Magento 2 / Adobe Commerce with 4over systems (orders, products, real-time sync); built the Magento 2 team by hiring US and offshore developers.
- Lead React/Node JavaScript team; introduced Laravel and Laravel Nova and CI/CD pipelines; partnered with QASource engineering leadership in Chandigarh, India on strategy.

High 5 Games - Gaming, New York - *Director of Engineering / Technical Lead Engineer*

Jun 2013 - Sep 2017

- Architected Facebook Payments integration supporting daily revenue growth from $100,000 to $500,000; migrated from the legacy to the new Facebook payment system.
- Pioneered a social gift-sharing feature with Facebook headquarters using Graph API, Facebook Ads and App Insights.
- Led PHP framework adoption (Laravel 5, Eloquent) to modernize legacy web apps; designed scalable database schemas; set PHP and JavaScript coding standards (PSR-2); built Customer Relationship tools.
- Stack: PHP 7, LAMP, AWS, Git, Perforce, Jira, Confluence, WordPress.

Urban Living NYC - Real Estate, New York - *Senior Technical Project Manager / Digital Marketing Lead*

Jan 2010 - Mar 2014

- Information architect, lead developer, server administrator (AWS EC2, RDS, LAMP, SVN) and marketing director managing SEM budgets of $100K+/year across Google Ads and SEO; senior PHP developer for aptnewyork.com.

BO Technology - IT Consulting, New York - *Technical Lead*

Jan 2009 - Jan 2010

- Led an offshore development team in the Philippines for Petrossian, Make Up For Ever, Faconnable, Anne Fontaine and La Prairie (Life Threads) using PHP, CodeIgniter, WordPress, Magento, jQuery, SVN and Basecamp.

Tech Team Strategy - *Founder (consulting)*

Jan 2010 - Present

- Technology consulting: architecture, offshore delivery with project management, lead generation (Google Ads, Facebook) and IT support. tts42.com

EARLY CAREER

- Software Engineer - Stevens Institute of Technology, Hoboken NJ - 2008 (PHP 5, MySQL, Typo3)
- Java Developer - SENEF, Paris - 2007 (Gendarmerie vehicle reservation app: Java, Seam, JSF, Oracle)
- Software Programmer - Le Figaro, Paris - 2006-2007 (abc-lettres.com mail service: PHP 5, MySQL)

EDUCATION

- Master of Information Systems - Stevens Institute of Technology, Hoboken, NJ, USA - 2008
- Master of Computer Science - Epitech, Paris, France - 2007

CERTIFICATIONS

- Technology Leadership Certificate - Cornell University - 2022
- Advanced Developing on AWS - Amazon Web Services - 2023
- Google Analytics and Google Ads Certified - 2018

Interests: soccer, guitar