

HEATHER LARSON

ENGINEERING & DATA LEADER | PRODUCT-DRIVEN | AI-ENABLED SYSTEMS

CONTACT

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EDUCATION

RED RIVER COLLEGE

- Computer Analyst/Programmer Diploma
2001 - 2004

UDEMY

- PHP (2018)
- Bootstrap 5 (2026)
- Python (in progress - 2026)
- Ruby on Rails (in progress - 2026)

AWARDS

- 2026 ASTA Spirit of Entrepreneurship
Award - Winner
- 2023 ASTA Entrepreneur of the Year -
Runner-Up

STRENGTHS

- Engineering Management & Technical
Leadership
- Product & Conversion Optimization
- Cross-Functional Execution (Product, Design,
Data)
- AI / ML-Enabled Systems & Automation
- Web & Mobile Platform Development
- Data Platforms, ETC, & Analytics
- Cloud Infrastructure (AWS)
- API Design & Integrations
- Agile Delivery & Team Growth

TECHNICAL SKILLS

- Languages & Frameworks: PHP, ColdFusion,
Zoho Deluge, JSON, COBOL, PowerBuilder
- Data: MS SQL Server, MySQL, NoSQL,
ETL Pipelines
- Platforms: AWS, Web & Mobile Applications
- Systems: APIs, Reporting Platforms, Self-
Service Analytics
- AI / ML: Applied AI, LLM-driven
enhancements, automation workflows

PROFILE SUMMARY

Product-driven engineering leader with 10+ years of experience building and scaling data-intensive, customer-facing systems across B2B and B2C environments. Proven track record leading engineers, owning end-to-end execution, and delivering measurable business impact through platform optimization, automation, and AI-powered solutions.

Known for combining strong technical depth with high-leverage product judgement, partnering closely with Product, Design, and business stakeholders to improve conversion, performance, and user experience across web and mobile surfaces.

Hands-on leader who stays close to the work while building high-trust, high-standards engineering teams.

PROFESSIONAL EXPERIENCE

Heather Larson Software Solutions

JAN 2026 - PRESENT

Founder

- Consulting and developing software solutions and web applications for clients

Akasha Travel Partners

DEC 2022 - DEC 2025

Vice-President, Data Services

Executive and technical leader responsible for data platforms, analytics, and AI-enabled systems supporting guest experience, partner option as, and revenue growth.

- Led and grew a cross-functional team of engineers and analysts delivering customer-facing and internal platforms.
- Owned end-to-end execution across data quality, performance, and delivery timelines.
- Partnered closely with Product and business leadership to prioritize high-leverage initiatives impacting conversion and operational efficiency.
- Drove adoption of automation and AI-powered solutions to improve data accuracy, speed, and decision-making.
- Stayed hands-on with system design, architecture decisions, and complex problem solving.

Ensemble Travel Group

APR 2018 - NOV 2022

Reporting Manager & SQL Developer

- Led reporting and data engineering initiatives supporting B2B and B2C stakeholders across a large travel network.
- Managed reporting engineers and developers while remaining deeply hands-on technically.
- Designed and maintained scalable SQL-based data systems used across the organization.
- Partnered with stakeholders to translate business needs into reliable, high-impact data products.
- Identified and resolved complex data discrepancies, including uncovering a **multi-million-dollar departmental variance** during ETL analysis.
- Improved data reliability, performance, and trust across executive and operational teams.

neovation corporation

FEB 2012 - APR 2018

Senior Developer, QA Analyst, and LMS Administrator

- Delivered a solution that reduced annual licensing costs by \$50,000+.
- First client generated \$350K in annual revenue, with ~10% YoY growth thereafter.
- Maintained AWS-hosted databases integrating multiple third-party data sources.
- Ran daily stand-ups, presented KPIs, and collaborated directly with clients to understand the "why" behind feature requests.