

Daniel Ruyter

AI is changing the way we work. I'm leading it from both sides of the table.



Professional overview

I'm a marketing-technology leader with a proven ability to get things done and the long-term vision to grow productive teams. I span the gap between technology and marketing — the place where so many organizations struggle — with a focus on digital product, data, and customer experience.

In me you'll find a rare mix of technical skill and business judgment, drawn from leadership roles across IT, customer experience, and marketing. I "speak" developer, and I also understand the world C-level executives operate in. My focus now is bringing AI into the enterprise for real business cases, and doing it responsibly alongside IT, data, and security.

Contact

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Recent experience

AVP, Marketing Technology

ORLANDO HEALTH · ORLANDO, FL · JAN 2025 - PRESENT

Senior leadership role in a \$15B health system. As AVP, I am the subject-matter expert and leader for the teams that own or consult on all aspects of Orlando Health's customer- and patient-facing digital portfolio, including:

- Marketing automation, personalization, A/B & multivariate testing, segmentation & journeys
- CRM (Salesforce Marketing Cloud, Social Studio, DMP)
- Email marketing (Salesforce Marketing Cloud)
- Website CMS (Sitecore), hosting infrastructure (Azure), security & disaster recovery
- Digital regulatory compliance (WCAG 2.x)
- Technical SEO & local data management
- Mobile applications product management
- Search engine marketing (SEM)
- Analytics, BI & decision support (GDS, Power BI)
- Content / inbound marketing & CRO
- Social media strategy (organic & paid)

KEY ACCOMPLISHMENTS

- Achieved 10x+ marketing ROI five consecutive years
- 25% lower cost-per-acquisition than the national healthcare average
- 75% YoY customer lead growth
- Established the first BI dashboards for senior leadership
- Implemented the health system's first personalization & segmentation
- Guided digital strategy through major M&A
- Led 3x major website redesign phases in Sitecore
- Implemented award-winning AI chat
- Website hosting, hardening & DR planning
- Achieved website ADA compliance (WCAG 2.1)
- Record-setting contribution margin, market share, patient satisfaction, and team engagement

Director, Digital Strategy

ORLANDO HEALTH · ORLANDO, FL · NOV 2017 - OCT 2020

New leadership role owning paid digital media, social (organic + paid), marketing technology, web (Sitecore), CRM (Salesforce), and digital analytics & BI reporting.

Manager, Digital Media

ORLANDO HEALTH · ORLANDO, FL · FEB 2014 – NOV 2017

Mid-level leadership role managing the team responsible for the website CMS (Sitecore) and Salesforce CRM.

- 12-month website replatform & redesign (Sitecore)
- 30% YoY organic SEO traffic growth
- Implemented the system's first online scheduling
- Implemented the system's first online physician ratings
- Stood up the first inbound marketing programs & blog
- Launched four dozen campaigns driving millions in direct revenue
- Led a sprint team shipping 17 feature releases in 18 months (Scrum)
- Website ADA compliance (WCAG 2.0)

Business Analyst / Agile Product Owner

LIGHTMAKER USA · ORLANDO, FL · APR 2012 – FEB 2014

Primary client-facing digital expert across agency accounts including Lexus, the ATP, Farmers Insurance, Cars.com, and other top-tier brands.

- Helped establish best practices and documented the product-owner role
- Influenced without authority across internal, client & third-party teams
- Drove requirements, SEO, social strategy & go-to-market for 6 Fortune 500 brands
- Led builds across Sitecore, CrownPeak, Umbraco & WordPress

Co-Founder

ALPHA TREE MARKETING · ORLANDO, FL · OCT 2010 – JUN 2012

Co-founded a digital marketing agency, growing annual revenue to six figures while working full-time in a corporate IT role at SunGard (Ellucian).

Application Administrator & Software Analyst / DBA

SUNGARD HIGHER EDUCATION · ORLANDO, FL · MAR 2011 – APR 2012

Technical platform & business-process ownership of CA Clarity, MS SharePoint 2007, and IBM FocalPoint enterprise systems.

The roles that got me here

Digital Product Analyst & Software Quality Lead

SUNGARD HIGHER EDUCATION · ORLANDO, FL · AUG 2006 – FEB 2011

Supervisory role owning feature definition, planning, scripting, testing & defect tracking for a team of 7 developers on a C#/.NET application using agile methods.

Manager, Desktop & Technical Services

SUNGARD HIGHER EDUCATION · ORLANDO, FL · MAR 2004 – AUG 2006

Managed an internal help-desk team of three, a \$2M annual technology procurement budget, and hardware/software/peripheral support.

Software Quality Assurance Engineer

HYPERION / ORACLE · ORLANDO, FL · MAY 2000 – DEC 2003

J2EE quality lead for client-facing requirements gathering & integration of Hyperion Analyzer into a suite of BI and data-intelligence applications.

Manager & Trainer, Software Technical Support Call Center

SIMSOL SOFTWARE · ORLANDO, FL · APR 1997 – MAY 2000

Built and supervised an 8-person technical support department and authored all product documentation, lowering support call volume by 10%.

Noteworthy projects & roles

- Published author, *Memoirs of a Dating Dad*
- Former contributor, *Skyword Content Standard* (digital transformation)
- Creator & editor, *Dadtogether.com* family travel blog & YouTube channel
- Volunteer (pro-bono photography), *Orlando Health Foundation*
- *Microsoft SharePoint Certified Administrator* (2007)

Education & certifications

B.A., Political Science (Business Admin. minor)

University of Central Florida

Google Analytics IQ (GAIQ)

Google, Inc.

HubSpot Inbound Certification

HubSpot, Inc.