



 **DANIEL RUYTER**
DIGITAL MARKETING LEADER

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20-YEAR PROFESSIONAL CAREER PATH

1997-2000

2001 - 2003

2004 - 2013

2013 - Present

*Call Center Management,
Software Support & Training*

*Software Development &
Quality Assurance (QA)*

*Technology Mgmt, Software
Product Ownership + Agency
Experience*

*Software Product Ownership
+ Technology Leadership*

EDUCATION

HubSpot Inbound Certification

University of Central Florida, Orlando, FL
Bachelor of Arts, Political Science & Business

Google Analytics
Individual Qualification (GAIQ)

TECHNOLOGY EXPERIENCE

Manager, Web Strategy, Orlando Health, Orlando, FL	4 yrs
Sitecore Product Owner, Lightmaker, Orlando, FL	3 yrs
Software Product Manager & Scrum Master, SunGard Higher Education, Maitland, FL	3 yrs
Software QA Lead, Hyperion (Oracle), Orlando, FL	3 yrs

LEADERSHIP EXPERIENCE

Manager, Web Strategy, Orlando Health, Orlando, FL	4 yrs
Software Product Owner, Lightmaker, Orlando, FL	3 yrs
Manager, Desktop Support, SunGard Higher Education, Maitland, FL	2 yrs
Manager, Tech Support, Simsol Software, Orlando, FL	1 yr

