Will LaBreche

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Qualities

- **Leadership-Driven:** Able to manage and direct teams to successful outcomes
- **Excellent Communication:** Able to bridge technical & managerial teams
- **Polyglot Programmer:** Interpret and consult in multiple codebases across teams
- **Problem-Solver:** Building real-world solutions daily using logic and code
- **Full Stack:** Understanding network, hardware, and software integrations
- **Organization:** Precision planning and unparalleled project execution
- **Fast Learner:** A very quick study & adaptive to new, ever-changing environments

Experience & Featured Projects

Full Stack Software Engineer II & Data Science Product Manager
Data Science & NAST Business Analytics @ Robinson Labs
C.H. Robinson Worldwide, Inc.
Eden Prairie, MN | 12/18 - Current

As Product Manager (PM) for NAST Business Analytics, I lead a highly-skilled data science team in deploying Intelligent Process Automation (IPA) and machine learning applications across the C.H. Robinson network. I work with executive sponsors, interdepartmental leadership, IT and technical partners, and data scientists to engineer and drive high-ROI products to market.

Building on an array of data science models using machine learning and automation tools, I rapidly prototype applications; create and maintain REST API services in a big data environment; build and maintain extensive data stores; manage application lifecycle and scalability; and sanitize, engineer, and port data into a variety of ETL pipelines.

My team has opened new revenue streams in highly competitive markets by building automated solutions that beat our competition in smarter and faster ways. We've further enhanced customer interaction by bringing 24/7 availability to Robinson platforms and products. Our applications make decisions based on supervised learning algorithms, act autonomously on outcomes with little to no human intervention, while harvesting and munging raw data sourced from disparate systems.

I'm fluent in Python, JavaScript, and SQL with extensive experience using Postgres, Redis, Docker, MongoDB, R, Node.js and React to craft data, backend and front-end UI solutions for my applications. As a passionate Python developer for over 10 years, I have experience working with numerous libraries including Django, Flask, Pandas, Selenium, Tensorflow, Numpy, BeautifulSoup, and countless more. Building from Jupyter notebooks, to scaling up real-world applications using Docker and Kubernetes, I utilize the full stack of tech capabilities in deployments as needed.

I regularly report to the highest executive leaders in the company as my fledgling automation team has grown revenues into the tens of millions of realized dollars and saved thousands of man-hours through automated engagement.

- Developed an external-facing API rate recommendation service used by our hundreds of our external customers. By interacting with a variety of endpoints, users are able to extract real-time shipment rates, quotes and fuel charges for North American Surface Transit (NAST) trucking for C.H. Robinson. The API is called over 1 million times monthly.
  Stack: Python 3.7 | Flask | Flask Rest-Plus | Pandas | Jenkins | Docker (Linux)
- Engineered and programmed an automated Python-based bot application to capture, rate and accept/decline nationwide shipments through transportation management systems (TMS). The bot scans shipments four times per second 24/7 and ranks/responds to loads sub-second. It has helped capture significant market share, edging out other bots, while also winning higher

margins for C.H. Robinson across hundreds of shipments per month, all completely automated.
Stack: Python 3.7 | Flask | Redis | Apache Kafka | Pandas | Docker (Linux)

- Engineered and programmed an automated bidding bot that proactively engages in online shipment auctions across numerous nationwide TMS systems. Driven by AI and a number of data models, the bot initiates new bids, counter-bids and monitors live online shipment auctions. It engages 100% of auctions with a win rate of 55% across hundreds of loads per week. This fully-automated integration outperforms both human and other bots participating in the auction portal.
Stack: Python 3.7 | Flask | Flask Rest-Plus | Selenium | Pandas | Docker (Linux)
- Built a free-standing Python Django application - the batch recommender - for sales reps to upload hundreds of potential prospective shipments simultaneously and receive pricing recommendations. This allows reps to increase numbers of loads handled per day, while freeing up significant hours for building and advancing new customer relationships.
Stack: Python 3.6 | Django | Bootstrap 4 | Docker (Linux) | SQL | Flask Rest-Plus
- Programmed a custom ETL flow using Python, Kafka, MongoDB, and Postgres to perform CRUD functions mirroring an on-prem MS SQL database to Azure. I then pull this data into a Python Flask-based analytics UI dashboard for leadership to visualize, filter and export real-time data measuring network carrier yield.
Stack: Python 3.8 | Flask | Postgres | Microsoft SQL | Azure | MongoDB | Kafka

Senior e-Commerce Developer & Software Engineer
iBuyOfficeSupply | Weber Computer
Plymouth, MN | 03/17 - 12/18

Develop, maintain and enhance software for administrative, Web and cloud-based applications using Python. Provide programming support and management of a product catalog of over 75,000 products and data systems containing over 75 million records across three large Magento ecommerce sites in the U.S. and Canada. As lead programmer and developer I fulfill multiple roles and manage numerous projects concurrently. Above all, I use code everyday to solve both simple and complex problems; to clean, package and port data between systems; and automate processes with the goal of building efficiencies in Web-based and real-world scenarios.

- Responsible for engineering, developing and automating vendor EDI and RESTful API flows that generate Netsuite sales orders, process customer data, issue shipping fulfillments, and transmit invoices. My EDI software handles hundreds of inbound and outbound data transmissions per day with drop-ship wholesalers and GSA / federal government agencies.
Stack: Python 3.6 | API Integration | Bash / SSH Scripting | JavaScript | SQL | Docker (Linux)
- Using Python, I build and automate numerous internal applications that reduce order handling and have yielded a sales increase of 30-40% across Web and govt. contract customers, with sales tracking to surpass $22M in 2018. Due to this success the company hired additional CSR support in early 2018 and went from processing 50 orders a day to over 150 on the back of my software.
- Engineer and program complex Web scraping tools that aggregate competitive pricing from resources across the Internet. This data is held in a local machine learning environment that provides pricing recommendations to management, who can also search competitor SKUs real-time for immediate price reporting.
Stack: Python 3.6 | API Integration | Docker (Linux) | SQL | Python Flask | Git VCS
- Designed and programmed a Python application that changes pricing for 137,000 products in minutes across Netsuite, Magento, Google Shopping PLAs, and Bing Merchant Center. Agile price management means the company can quickly change pricing in response to competitors' moves in the marketplace.
Stack: Python 3.6 | API Integration | SQL | JavaScript | Bash / SSH Scripting | AngularJS
- The Python programs and applications I engineer are scalable to the needs any given project. From handling a few requests, to managing hundreds of data queries a second, my software is able to scale-up to meet the demands of the project. I also code for portability of Python applications deployed from virtual environments and/or Docker containers across diverse operating systems, servers, or cloud systems.
- Engineered and programmed a complex, integrated EDI Web application that updates ecommerce inventory for 200,000 products 12 times daily in less than 3 minutes each run. This synchronizes inventory to vendor stock levels near real-time to support three front-end Magento EE storefronts.
Stack: Python 3.6 | PHP7 | SQL | Python Django 2 | Linux | Git VCS

Software Developer & Data Engineer
Creekbed Digital, Inc. | creekbeddigital.com
Greater Mpls/St Paul | 02/08 - Current

- Programmed a real estate listings application that retrieves property data, pictures and other details from a remote SOAP / XML service provided by the Wisconsin Multiple Listings Service (MLS). This data is warehoused, updated four times daily and is used by over 10 real estate offices in northwest Wisconsin to populate their front-end websites.
  Stack: Python 3.4 | SQL | JavaScript | Python Flask | Linux | Docker (Linux)
- Working together with teams from the Wisconsin Dept. of Transportation and the American Indian Chamber of Commerce, I engineered a tribal business directory for participating tribes to post RFPs to member contractors throughout the state of Wisconsin. These contractors register, self-publish, and manage their profiles using our program and are alerted when RFPs are posted. This addresses a long-time need to connect qualified contractors with jobs, specifically on tribal reservations, and to provide tribal personnel with a tool to search and locate contractors in their areas.
  Stack: PHP7 | SQL | JavaScript | Linux | Python 3.6 | Git VCS | Linux
- Served as project lead and developer to Pawn America and its 24 store locations across the Midwest. After four larger agencies failed, I came into the project and got them up and running with a new ecommerce website and companion mobile application that made entering product on the site easy for store personnel. Using my application, store managers helped propel the new site with 50,000 unique products within the first month. Having the 24/7 storefront in the commerce site opened a new line of revenue for the company that was quickly showing returns.
  Stack: Python 3.4 | SQL | Python Flask | Magento 2 | PHP7 | JavaScript | HTML5
- Web developer and programmer for Lac Courte Oreilles Band of Lake Superior Chippewa Indians from 2010 - 2015. Created inter-departmental employee portal, designed front-end UX for 12 tribal departments, tribal casino, and schools. Introduced new technologies to communicate Tribal Governing Board news to community members and the general public.
  Stack: Python 3.4 | SQL | Python Django | PHP7 | JavaScript | Git VCS | HTML5

I founded Creekbed Digital in 2008 as a private, boutique design and development company. As lead developer and project manager, I have deployed over 225 website, application and data projects. With aggressive growth in the Midwest market, my work has earned the business of over 75 satisfied clients. I personally oversee all budgeting, creative concepts, programming and design for each project and work one-on-one with clients, many in an IT and dedicated developer role to their companies.

Education

Grad School, University of Nebraska Omaha
Research Methodologies & Quantitative Methods
2003 - 2008

B.S., Communication & Media Studies
University of Wisconsin, Superior
2001

Memberships

Python Software Foundation (2017)

Academy of Model Aeronautics (2014)

Full Stack Technology Summary

Software & Language Proficiency

Python 2 & 3+ (advanced)
django 2	flask
scrapy	phantomjs
jupyter	numpy
anaconda	pymysql
beautifulsoup	venv
openpyxl	threading
multiprocess	pandas
sqlalchemy	selenium
opencv	pytest

Natural Language Processing
Advanced OOP Programming

R Programming (basic)
JavaScript (advanced)
PHP 5.6 & PHP 7
Structured Query Language (SQL)
Bash / SSH Shell Scripting
HTML5 / CSS3
Platform & Mobile UI Development
Windows System Programming
Bootstrap 3 & 4+
React.js (basic)

Data Services & Database Systems

SQL / MariaDB	**PostgreSQL** (advanced)
Apache Kafka	**API Architecture & Programming**
JSON	**Data Tokenization & Encryption**
SOAP / XML-RC	**RESTful Flask APIs**
EDI X12	**MongoDB**
Redis	**MSSQL Server**

IDEs, Data Tools & Platform Experience

PyCharm Professional IDE	**Microsoft Visual Studio 2019**
GitHub Atom	**SQL Server 2017**
Eclipse IDE	**vi / Vim**
Magento 2	**Swagger**
MySQL Shell	**MongoDB Compass**
Oracle Netsuite	

Network & Cloud Services

Jaeger (Distributed Tracing)	**DigitalOcean Developer Cloud**
Docker / DockerHub	**SSH / Shell / CLI**
Networking & Data Encryption	**Git** (VCS)
Apache Airflow / CRON Scheduling	**Jenkins** (CI/CD Pipelines)
Microsoft Azure	**ElasticSearch Kibana** (Monitoring)
ZenHub (Agile Project Mgmt)	**Celery** (Async Distributed Queue)
Locust (Load Testing Platform)	**Kubernetes** (basic)

Data Science & Machine Learning Tools

Jupyter / Anaconda	**Matplotlib**
Pandas	**scikit-learn**
Numpy	**Tensorflow**
OpenCV	