

Flavio Smirne

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PROFESSIONAL SUMMARY

Data and engineering leader with 20+ years of experience building and scaling data organizations, defining enterprise data models, and driving data-informed decision-making across financial services, retail, and e-commerce. Currently leading a 40-person organization at Appriss Retail spanning data engineering, software engineering, QA, and product delivery — responsible for the enterprise data model and data standards underpinning 40% of all U.S. omnichannel transactions across 60+ of the top 100 U.S. retailers. Architected the Appriss Retail Data Model v3, the foundational data structure powering all products across POS and e-commerce channels, and the basis for AI/ML model generation in return authorization decisioning.

WORK EXPERIENCE

Senior Director of Implementation — Appriss Retail, Irvine, CA (Remote) 12/2024 – Present

- Lead a 40-person organization across 8 direct reports (4 SWE Managers, 1 QA Manager, 1 Director of Data Engineering, 1 Product Owner, 1 Scrum Master), owning data engineering, software engineering, QA, and product delivery.
- Architected the Appriss Retail Data Model v3 — the baseline data structure for all products across POS and e-commerce channels, processing 40% of all U.S. omnichannel transactions and used by data science as the foundation for AI/ML model generation in return authorization decisioning.
- Own data standards for 60+ of the top 100 U.S. retailers, ensuring data reliability, governance, and consistency at enterprise scale.
- Led company-wide data standardization initiative, establishing consistent definitions across all business units and enabling self-service analytics and reporting for cross-functional stakeholders.
- Leading the migration of the enterprise ETL pipeline from Azure/Python to Snowflake/dbt across all clients, modernizing the data platform for scalability, governance, and self-service analytics.
- Deployed AI-driven tooling for automated data discovery and QA validation, significantly reducing manual effort in ETL pipelines and data processing workflows.
- Reduced client go-live time by 40% through process redesign, workflow automation, and organizational streamlining.

Director, E-Commerce Fraud — GameStop, Grapevine, TX (Remote) 03/2022 – 12/2024

- Inherited an under-resourced fraud function and built it into a global fraud and analytics operation — hiring the team, selecting vendors, and standing up the technology stack from the ground up.
- Reduced fraud rates by 68% through ML-driven detection models, data-driven policy optimization, and real-time decisioning systems.
- Built a comprehensive fraud analytics and reporting infrastructure on GCP BigQuery, Amazon S3, and REST-based integrations — enabling data-driven decision-making across fraud, finance, and executive leadership.
- Designed and built fraud and chargeback visualization dashboards, then drove company-wide adoption as the standard tool for tracking organizational and individual employee performance metrics.
- Partnered directly with the CFO, CISO, and CTO to embed data-informed risk management into organizational priorities and strategic planning.
- Built and automated the global chargeback mitigation and response programs, transforming a reactive process into a proactive, analytics-driven pipeline.
- Developed ML-based detection models and advanced analytics strategies targeting ATO, card testing, AML, and transaction fraud, materially reducing exposure across all e-commerce channels.

Manager, Solution Productization — Accertify (American Express), Itasca, IL 01/2014 – 03/2022

- Defined industry-specific data models for retail, airline/travel, and ticketing verticals — foundational schemas deployed to every Accertify client globally and used as the basis for fraud detection, analytics, and reporting.

- Built a comprehensive analytics and reporting system that became a key differentiator in client retention and sales — enabling self-service insights for both internal teams and clients.
- Rewrote core detection algorithms, materially improving accuracy and reducing false positives through rigorous data analysis and experimentation.
- Designed reusable data-driven fraud detection and analytics components, establishing scalable patterns for data access, reporting, and decision support.
- Recognized with the President's Award for top 1% performers globally at American Express.
- Coordinated cross-functional teams across engineering, product, data science, and client services to deliver analytics and data platform tooling with zero downtime.

Lead Developer, Mobile / Web — State Farm Insurance, Bloomington, IL 04/2008 – 01/2014

- Architected the backend service aggregation portal that unified data feeds across all mobile platforms into a single API layer — a large-scale data integration and access project.
- Led the development of State Farm Pocket Agent for Windows Phone 7 and 8, one of the first mobile insurance apps in the industry.

CTO — Realinked.com, Chicago, IL 02/2010 – 08/2011

- Founded and built an online real estate brokerage from zero — designed the full data architecture, technology stack, and analytics infrastructure.
- Drove the platform to profitability and executed a successful exit within two years.

Software Engineering Manager — Wolfram Research, Champaign, IL 03/2004 – 04/2008

- Promoted from tech support to software engineering manager within two years, recognized for technical depth and leadership potential.
- Designed and shipped the Image Processing, Import/Export, and 3D Graphics frameworks — core components still in Mathematica today.
- Managed the Data Import and Export team, owning all data ingestion capabilities of Mathematica across dozens of file formats and data sources.

SKILLS

Leadership & Operations	Technical & Data
Data Org Building & Talent Development	Enterprise Data Modeling & Architecture
Enterprise Data Governance & Standards	AI/ML Model Enablement (LLMs, Traditional ML)
Cross-Functional Program Leadership	Self-Service Analytics & Reporting Platforms
Executive Stakeholder Partnership	Data Standardization & Quality at Scale
Data-Driven Decision-Making Culture	Python, C#/.NET, SQL, JavaScript
Agile Transformation / Scrum at Scale	PostgreSQL, MS SQL, GCP BigQuery
Vendor & Partner Strategy	ETL Pipeline Design & Automation
Change Management & Process Redesign	Tableau / Power BI / Splunk

EDUCATION

Bachelor of Science, Computer Engineering — University of Illinois, Champaign-Urbana (<i>Dean's List</i>)	2003
Bachelor of Science, Civil Engineering — University of São Paulo, São Carlos, SP, Brazil	1999

LANGUAGES

English | Portuguese | Spanish