

Terry W. Utley

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Technology Leader | Product Builder | Data and Service Operations

Technology leader and builder spanning multisite service operations, enterprise-scale data, and application delivery. Leads 13 direct reports, directs eight University of Oklahoma work-study students, and coordinates 17 frontline site contacts across 23 schools and eight administrative locations. Previously rebuilt and owned a data-dependent business for 15 years, creating and managing SQL databases with more than 350 million household records and a nationwide cloud subscription platform. Brings an Executive MBA, an OU MIS degree, and hands-on SQL Server, SSIS, and SSRS experience.

Relevant strengths: Technical team leadership · Service delivery · Data integration and reporting · Data quality · Cross-functional delivery · Cloud applications and APIs

Professional Experience

Norman Public Schools — Norman, Oklahoma

Manager, Technology Services and Support | April 2024–Present

- Lead 13 direct reports, direct and manage eight University of Oklahoma work-study students, and coordinate technical support guidance for 17 site contacts who serve as frontline resources where no technician is onsite. Set priorities and expectations across 23 schools and eight administrative locations.
- Oversee support spanning applications, endpoints, networks, Incident IQ, RapidIdentity, and Mosyle and FileWave device management. Use recurring service patterns to identify workflow and information gaps that affect staff and students.
- Work across departments to improve communication and connect service, asset, identity, and operational processes. Translate frontline needs into clearer requirements, ownership, and practical implementation choices.
- Built applications from recurring service needs: DistrictPM and the Tech Support Kiosk are in use; NPS Time Management and Device Exchange are in production.

Criss Cross, Inc. — Norman, Oklahoma

Owner and Business, Product, and Technology Lead | January 2009–February 2024

- Acquired and rebuilt a print directory business as a nationwide digital subscription service.
- Negotiated a nationwide data relationship to reduce supplier dependence, then built the cloud application and infrastructure needed to deliver the new product.
- Created, integrated, and managed SQL databases containing more than 350 million household records, including demographic and marketing information; used the data to produce directory listings and power the online subscription database.
- Scripted data imports with SQL Server Integration Services and developed reports with SQL Server Reporting Services to support customer delivery and business operations.
- Administered local network, Exchange, and SQL Server infrastructure; worked with Active Directory and, later, Microsoft Entra while also building and operating a cloud-only subscription platform.
- Directed customer needs, product development, vendors, infrastructure, security, reporting, and daily operations. Streamlined the business into a lean virtual organization.

Burr Wolff, L.P. — Houston, Texas

Manager, Technical Support | January 2000–April 2002

- Supervised five direct reports and coordinated with approximately 20 additional support resources; created and managed the Support Services budget.
- Established escalation procedures, standard operating procedures, service agreements, training, and cross-department communication practices. Developed a client-access website and electronic product distribution methods.

Additional Experience

Full-time parent | 2005–2009. Stayed home to care for three young children.

Halliburton / Landmark Graphics — Business Analyst, Graduate Internship | 2003. Analyzed performance and trends, identified course corrections, and presented findings for decision-makers.

University of Oklahoma — Athletic Development | 1996–1998. Supported donor relations, corporate partnerships, events, feasibility and risk analysis, and staff coordination.

Selected Systems Delivered

- **DistrictPM, in use:** Built a project governance workspace that unifies tasks, milestones, budgets, risks, decisions, approvals, and supporting documents, with scoped access and human-reviewed AI assistance.
- **NPS Time Management, in production:** Built a role-aware workflow for comp time, punch corrections, and late absence requests, including supervisor review and audit history.
- **Tech Support Kiosk, in use:** Captures walk-up support and device activity that often goes unrecorded, with structured ticket creation and clearer demand data for service planning.
- **Device Exchange, in production:** Brings staff and device lookup, return checks, exchange and inventory records, receipts, and progress reporting into one guided teacher iPad refresh process.

Education and Technology

University of Houston: Executive MBA in Leadership, with honors, 2004

University of Oklahoma: B.B.A., Management Information Systems, 1998

Data and integration: SQL Server, SSIS, SSRS, Firestore, REST APIs, Google Workspace integrations, reporting and dashboards

Cloud and development: Google Cloud, Firebase, Cloud Functions, Google Apps Script, React, TypeScript, Python

Enterprise systems: Google Workspace, Incident IQ, RapidIdentity, Mosyle MDM, FileWave MDM, Active Directory, Microsoft Entra, Exchange, Windows Server, SharePoint

License: Valid Oklahoma driver's license