

DEREK LEEDS

PROFILE

With over 20 years of leadership experience, I excel in strategic analysis, operations, project, and change management. Skilled in fostering high-performance teams and achieving operational excellence through process refinement. My success hinges on prioritizing people, metrics, process, and continuous improvement. Proficient in setting ambitious goals, providing constructive feedback, identifying opportunities, and engaging stakeholders at all levels to drive impactful results. Key competencies encompass:

Team Building | Change Management | Project Management | Operations Management | Process Improvement

EXPERIENCE

Go Local Interactive

Overland Park, KS

Web Project Manager, Team Lead

05/2024 - Present

- Own retainer operations, support triage, and WordPress delivery. All builds in scope over the past year launched, including multiple large custom builds.
- Lead two support developers, coaching communication, technical depth, and ownership. One direct report expanded from front-end support into API work.
- Design, test, and document repeatable delivery processes in Confluence, then hand off ownership once the process is stable. Transitioned retainer scoping and scrum facilitation without disrupting delivery.
- Coordinate work across Strategy, SaaS, Web Build, and support teams, tracking dependencies, routing issues, and escalating blockers before they stall delivery.
- Identified office network reliability gaps, developed an observability and reliability proposal, and served as the internal subject matter expert during implementation.
- Trained non-developer teams on Web Builder configuration during a platform migration, helping close gaps among strategy, implementation, and QA.

Leeds Web Services

Overland Park, KS

Web Developer

02/2013 - Present

- Translate client vision into web based solutions through hybrid project development for three recurring clients with eight websites.
- Implement and validate best practices for search engine optimization (SEO) to drive organic search traffic resulting in an average monthly visitor count of 30,000 across the portfolio of web properties.

Kansas Army National Guard

Kansas & Southwest Asia

Career Overview

12/2003 - Present

- Progressed from frontline team leadership to executive responsibility for a 235-person organization over more than two decades. Built experience in emergency response, workforce training, operational planning, process improvement, and coordination with domestic and international partners.
- Led small teams, multi-team operations, and cross-functional planning groups. Early roles called for hands-on supervision and clear assignments. Later roles required setting priorities, defining results, and giving managers and team leaders the authority to determine how the work would be completed.
- Created a workplace where people were expected and supported to grow. Mentored supervisors, managers, and emerging leaders; designed and led leadership development sessions; and used training and performance feedback to prepare people for greater responsibility.

Battalion Commander

06/2024 - 06/2026

- Executive leader of a 235-person organization, consisting of a headquarters staff and 3 subordinate units capable of world-wide deployment.
- Provide overall leadership, strategy, guidance, and direction of the organization.
- Oversee an executive staff and senior leaders to execute assigned missions, develop rigorous training objectives to prepare the unit for deployment to combat operations.

Military Exercise Planner & Training

01/2021 - 09/2021

- Led cross-functional team of managers to improve operational efficiency and streamline processes.
- Guided a series of collaborative military training exercises from initial concept through execution which improved operational efficiency and foster international cooperation between US Military and Jordanian Armed Forces.
- Directed a Unit Linguist to craft content and coordinate interactions with foreign partners.
- Managed a portfolio of six cooperative trainings in various stages of their life-cycle that included three direct reports across three countries.

Division Training Officer

05/2017 - 03/2018

- Took over the division training role three months into the Task Force Spartan deployment and improved readiness management and tracking across five subordinate brigades.
- Developed systems to track training, sustainment, and personnel readiness, giving division leaders a broader view of organizational preparedness.
- Published comprehensive training guidance and advised subordinate commands, contributing to increased readiness in a deployed environment.

Battery Commander

11/2011 - 11/2013

- Led a 75-person organization through its transition from MLRS to HIMARS while managing training, safety, readiness, and equipment valued at more than \$24 million.
- Qualified all assigned technical crews through multiple successive live-fire events safely, on schedule, and on target while maintaining 100% equipment accountability and 92% readiness for critical systems.
- Built a workforce readiness program that achieved 95% retention, 98.1% medical readiness, a battalion-best 83.3% professional education completion rate, and nine new team members.

Company Executive Officer

03/2009 - 11/2010

- Built a tracking system for personnel, administrative, and training requirements that enabled the organization to complete and validate 100% of its pre- and post-mobilization requirements ahead of every peer unit.
- Coordinated training schedules, risk controls, maintenance follow-through, and reporting across headquarters and remote sites during a multinational peacekeeping mission.
- Planned complex training without incident, led four verification missions and three formal investigations, and briefed senior multinational leadership on the findings.

Thrutchley, Inc

Overland Park, KS

Operations Manager

05/2018 - 02/2023

- Managed monthly financials, prepared semi-monthly payroll, and supported sales systems.
- Developed client-facing and internal websites, implemented systems, and automated processes to support growing business operations.
- Implemented forecasts and budgets for monthly and annual reporting.
- Assumed various responsibilities across different departments, including operations, finance, marketing, and customer service, gaining a comprehensive understanding of business operations.

EiKO Global, LLC**Shawnee, KS**

Product Manager

02/2014 - 05/2017

- Conducted product life-cycle management for a portfolio of over 300 automotive lighting products.
- Introduced 30 new LED lighting products to the B2B and B2C automotive marketplace.
- Analyzed marketplace and competitive position and pricing contributing to lower warehousing requirements and a more focused and competitive product offering.

Marketing Coordinator

07/2012 - 02/2014

- Documented and refined departmental processes to ensure quality control and efficiency.
- Coordinated marketing efforts across direct mail, web, video, and print media.
- Built and deployed marketing websites using multiple content management systems.

Drive Digital Media**Overland Park, KS**

Project Manager

01/2011 - 06/2012

- Managed eight corporate websites through third-party content management systems.
- Supported executive and sales staff with regular and periodic reporting and analytics.
- Executed project management and product development from conception through implementation.

EDUCATION

Master of Strategic Studies

Army War College, Expected 2028

Master of Business Administration (MBA)

Baker University, 2019

Bachelor of Science in Business Administration (BSBA), Finance

Kansas State University, 2006