CITY OF DORAL
Office of the City Manager
Letter to Council

LTC No. 010-2023

To: The Honorable Mayor and Members of the City Council

From: Barbara Hernandez, City Manager

Date: July 18, 2023

Subject: Selection of Information Technology Director

This Letter to Council (LTC) serves to inform the Mayor and Members of the City Council of the selection of the City's new Information Technology Director, Jose Otero, who joined our team on July 17, 2023.

Given his more than two decades of experience in digital transformation and track record of improving government services, Mr. Otero will play a crucial role in enhancing our citizens' access to government resources, enhancing our digital services, and delivering exceptional citizen experiences. Among Mr. Otero's career milestones are:

- Leading a team of 20 members to implement a new county-wide website that improved user experience and information architecture.

- Facilitating the transition to digital channels during the pandemic by successfully managing the User Experience (UX) and customer-facing aspects of a new business licensing process.

- Evaluating new technologies to enhance operations, including Customer Relationship Management (CRM) evaluations and system integration analysis.

His work experience includes:

- Director of Web Implementation at Granicus Inc., where he managed a team of 18 professionals, integrated acquired Content Management System (CMS) teams, and collaborated with implementation teams across regions.

- User Experience Consultant for the City of Miami, working directly with the executive team and leading digital service offerings.

- User Experience Consultant at OpenCities, assisting multiple cities across the US in their digital transformation efforts.

Mr. Otero holds a Bachelor of Business Administration in Marketing from Florida International University and an Associate of Arts in Business from Miami-Dade College. He has received numerous awards and recognition, including the Center for Digital Government's Digital Government Achievement Award.

His skills encompass user experience design, information architecture, responsive web design, usability quality assurance, and systems integration. He is proficient in HTML, CSS, JavaScript, and various CMS platforms.

We are excited to have Mr. Otero join our team and lead our information technology initiatives. His expertise will be instrumental in advancing our digital offerings and creating excellent experiences for Doral residents and customers.

Please join me in welcoming Jose Otero as our new Information Technology Director. We look forward to the positive impact he will make on our organization and the community.

CC: Human Resources

Jose R Otero
Director of Web Implementation
Miami, FL

Career Highlights
- 20 years' experience improving governments through digital transformation, making access to governments easier for citizens, and improving the quality of their lives.
- Extensive experience creating and managing high-performance teams including hiring, onboarding, coaching, training, and team building.
- Prepare and present presentations internally and externally to clients showcasing web best practices and content strategy. Most recent presentation includes webinar on creating effective mobile experiences for potential clients.
- Led a web team of 20 members (Content Publishers, Designers, Developers) to implement a new county wide website CMS to improve user experience.
- Overhauled websites information architecture, site structure, and design.
- Led the UX and customer facing portions of a new business licensing experience and facilitated moving most services to digital channels during Covid, using existing tools and infrastructure in creative ways.
- Led the UX/Design and Front End Development of the county property appraiser search application.
- Evaluate new technologies to help improve overall operations including CRM evaluations, fulfillment software evaluations, connector applications, and build vs buy analysis for integrations between systems.

Work Experience
Granicus Inc.   **2021 – Present**
Director of Web Implementation
- Oversee a team of 18 including Project Managers, UX Designers, Developers, Trainers, and Solutions Consultants.
- Oversee client engagement of the CMS (Content Management System), OpenCities, including configuration and development of system.
- Integrated successfully the two CMS acquired teams, Vision and OpenCities. This included working collaboratively with Vision leadership, merging processes, introducing efficiencies, successfully managing and merging cultures, and delivering a unified best-practices approach.
- Collaborate with Vision leadership to unify and merge the design and development teams from both Vision and OpenCities.
- Collaborate with other implementation teams on multiple products beyond the web to deliver a seamless customer experience.
- Collaborate with web implementation teams in other geographical regions to deliver websites consistently and efficiently using a best-practices approach.
- Responsible for client interventions, escalations, and pre-sales support.
- Create a strategic plan in anticipation of market needs to ensure Granicus can iterate on its offerings and be positioned for success.
- Oversee operations and deliver website product to customers.

City of Miami   **2019 – 2021**
User Experience Consultant
- Collaborated directly with the CIO, City Manager, and Executive team to define the digital future of the city.
- Handled all technical work on City website including website design, development, and information architecture.
- Built out customer journeys and architecture.
- Led the UX and customer facing portions of a new business licensing experience and facilitated moving most services to digital channels during Covid, using existing tools and infrastructure in creative ways.
- Led the UX/Design and Front End Development of the county property appraiser search application.

- Created new digital service offerings for the City of Miami.

OpenCities   2020 - 2021
User Experience Consultant
- OpenCities is the CMS (Content Management System) provided by the City of Miami. Worked with the City of Miami in addition to multiple cities across the country that utilized OpenCities.
- Digital transformation of various websites including small, medium, and enterprise sized county and city government clients across the US, which included coaching clients on how to best utilize the platform for their purposes, user experience design, content prioritization, assessing client needs, and building requirements from use-cases.
- Technical implementation on the CMS utilizing HTML, CSS, and JavaScript.
- Acquired by Granicus in 2021.

Otero Media Solutions, Inc   2017 – 2019
User Experience Design & Implementation Expert
- Design and implement solutions tailored to the needs of small and medium-sized businesses to increase their bottom-line revenue.
- Business process analysis and reengineering when applicable to improve user experience across all touchpoints.
- Implementation, configuration, and customization of websites and extensions/app on WordPress and Shopify platforms to deliver fantastic customer experiences and increase ROI.

Miami-Dade County   2001 – 2017
Senior Web Designer   *2008 – 2017*
- Led front-end efforts on high-value projects and system implementations, including designing the user experience for citizens' interaction with government through digital channels for www.miamidade.gov.
- Front-end team lead responsible for oversight and mentoring web designers and front-end web developers.
- Facilitated requirements gathering, creation of project plans including scope documents, project deliverables, timelines, and client management throughout projects.
- Developed front-end markup for deliverables on OpenText TeamSite CMS, Angular web applications and mobile applications using the latest versions of HTML, CSS, and JavaScript.
- Led quality assurance efforts, functional and cross-browser/platform testing along with issue resolution.
- WordPress implementation and customization for campaign initiatives requiring additional flexibility and truncated timelines.

Web Designer   *2005 – 2008*
- Technical account manager and oversight for multiple high-value client projects requiring front-end design and development components.
- Responsible for technical requirements gathering, information architecture/wireframing, interface design mockups using Photoshop and development of CMS templates using HTML, CSS, and JavaScript.
- Frequently called upon to provide additional support for high-visibility county initiatives and development projects across county departments.

Information Technology Specialist   *2001 – 2005*
- Provided design support for web publishers and departmental clients.
- Responsible for updates and publishing content on websites using HP TeamSite content management system.
- Tasked with website quality assurance and documenting procedures for using content management system.

Education
Bachelor of Business Administration (B.B.A), Marketing - *Florida International University*
Associate of Arts (A.A), Business - *Miami-Dade College*

Awards & Recognition
Center for Digital Government, 2015 Digital Government Achievement Award Winner – Miami-Dade Property Appraiser – Property Search Application
Center for Digital Government, 2014 Best of the Web Finalist – Miami-Dade County – miamidade.gov
Center for Digital Government, 2011 Best of the Web 3rd Place – Miami-Dade County – miamidade.gov
Center for Digital Government, 2009 Best of the Web 2nd Place - Miami-Dade County – miamidade.gov

Skills & Tools
- User Experience Design
- Application Flow
- Interface Design
- Information Architecture
- Responsive Web Design
- Usability Quality Assurance
- Systems Integration
- Business Process Reengineering

Technical Proficiencies
- HTML 5
- CSS 3
- JavaScript
- jQuery / jQuery UI
- Bootstrap 4-5 / Materialize
- OpenText TeamSite CMS
- WordPress
- Shopify
- OpenCities CMS

Software Proficiencies
Adobe Acrobat Professional, Adobe Photoshop, Adobe Illustrator, Adobe XD, Figma, cPanel, GitHub, Google Apps for Business, Intuit QuickBooks, Node.js, Sublime, Asana, Wrike