

DANIEL BERRY

Technology, product & operations leadership / MBA

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ENTERPRISE ADOPTION

GLOBAL

Rimsys Connect is used by major global healthcare and medical technology companies.

RIMSYS CONNECT

Led the market, vendor, and financial evaluation for the enterprise-data concept that became **Rimsys Connect**.

OPERATING RESULTS

Created engineering and product processes that accelerated time to market, reduced software defects, and improved Net Promoter Score (NPS).

SUSTAINED DELIVERY

Built Experience Tennessee for a regional tourism association and expanded it into applications, sustaining a client engagement now in its fourth year.

LEADERSHIP PROFILE

Technology and operations leader with 20+ years across software development, consulting, business ownership, and municipal governance. Connects product strategy, business economics, and engineering execution, from market evaluation and pricing through delivery and process improvement. Combines an MBA in Information Technology Management with global functional leadership, applied AI development, and hands-on technical depth.

CURRENT LEADERSHIP

Rimsys Regulatory Management Software

Engineering Lead | 2023 – Present

Report to the CTO and manage global engineering, quality assurance, and product functions. Make the majority of engineering and product decisions and own the processes that guide development and delivery.

- Own product ideation and development processes, integrating market research, technology evaluation, costing, estimating, and ROI assessment into product decisions.
- Lead the work of engineering, QA, and product teams, translating executive and customer-facing business needs into priorities and coordinating delivery across functions.
- Build per-customer cost models, break-even analyses, and pricing recommendations to guide product investment and commercialization.
- Lead AI research and development for internal business workflows, creating working tools, supporting software frameworks, and operating processes.
- Direct applied AI product development from initial concepts, including technical evaluation and development of working software.
- Manage contractors, software procurement, vendor evaluation, and enterprise integrations, balancing technical capability, cost, and business requirements.

LEADERSHIP CAPABILITIES

Engineering & Product Leadership
Product Commercialization
Applied AI Development
Enterprise Integrations

Technology Operations
Costing & ROI
Procurement & Contractors
Process Improvement

EDUCATION

MBA, Information
Technology Management |
Western Governors
University

BS, Software Development |
Western Governors
University

EARLIER EXPERIENCE

C.W. Lake & Associates
Senior Lead Software
Engineer

Berry Media Group
Founder and President

Fidelity Information Services
Branch IT Manager

PUBLISHED AUTHOR

Published author of The
Inconvenient Human, 404:
Conscious Not Found, and
Everything We Asked For.
Write about AI systems,
software architecture, and
operating practices through
Built by Berry.

EXPERIENCE, CONTINUED

BUSINESS OWNERSHIP & GOVERNANCE

Built by Berry

Owner | Current

- Own Built by Berry, directing personal software products and client applications from development through ongoing operation.
- Built Prymer for shared AI context, Marshall for release coordination, and Laravel Swarm, an open-source Laravel package for durable AI agent workflows.
- Develop and maintain the Experience Tennessee tourism platform and applications for the South Central Tennessee Tourism Association, built to support its partner offering.

J Street Digital

Founder and CEO | 2019 – 2022

- Founded and ran a technology consulting firm as its sole operator, owning business operations, commercial decisions, financial management, and client delivery.
- Advised clients on system selection and integration strategy; delivered custom software, automation, and structured data access to reduce manual work and improve operational visibility.

City of Tullahoma, Tennessee

Alderman | 2019 – 2022; 2024 – 2028 (current term)

- Participated in municipal budgeting, capital allocation, infrastructure priorities, and long-term planning; evaluated financial and operational tradeoffs in a setting requiring public accountability.

EARLIER ENGINEERING & OPERATIONS

Carnegie Technologies

Senior Software Engineer | 2015 – 2019

- Led the global engineering workforce of contractors across the United States, Bangladesh, Serbia, and other locations.
- Led engineering for Govern, a board management and agenda productivity system, and software for charter and private schools.

Integrated Solutions & Technologies

Director of Operations

- Directed daily IT services operations across business systems consulting, networks, infrastructure, security, and communications.
- Developed operating processes, aligned resources and delivery with company goals, and maintained quality and safety standards.