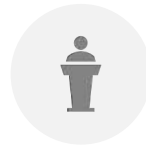




Nick Franza

I am



PUBLIC  
SPEAKER



CREATIVE



STRATEGIC  
THINKER



EMPATHETIC



TEAM PLAYER



INNOVATOR



ORGANIZED



WELL  
MANNERED

# Proficiencies

- Process Improvement
- Project Management
- Business Development
- Account Management
- Business Marketing
- Cloud Strategy
- Agile Dev Ops
- Multi-tiered Support
- Emerging Technology Resource
  - AI, AR, Autonomous, Blockchain, Cloud ML, VR, XR,





# Most Recent Roles

- Senior Manager, Technology Development
- Manager, Technology Development
- Manager, Production Technologies
- Systems Engineer and Network Administration
- Dates Employed: Nov2009–Jan2019
- Location: Charlotte, NC

- Selected by Executive leadership to be apart of new technology group whose purpose was to bridge the gap between business and technology across the entire organization (Office of the CIO Template)
- Brought transformative technologies and forward thinking to the sport
- Dotted lines to Senior Leaders across the organization covering every business unit
- Became the go-to team for departments looking to solve business challenges that leveraged technology
- Began building the 'cloud first' strategy, short and long-term, for business
- Lead the Official Technology Partnership between NASCAR and both IBM/The Weather Channel as well as Lixar. Also worked in a supporting role on the Microsoft Technology Partnership.
- A key asset to the Business Development team on 'all things' tech as part of there process.
- Provided "Technology Marketplace' report weekly to top technology leaders.





Recent Projects



# Credentialing Overhaul

**Role:** Innovator and Program Manager

**Development:** 3<sup>rd</sup> party using Agile methodology

**Technology:** Microsoft cloud services, QR, Xamarin, PowerBi, digital signature verification, mobile device management.

## Challenge:

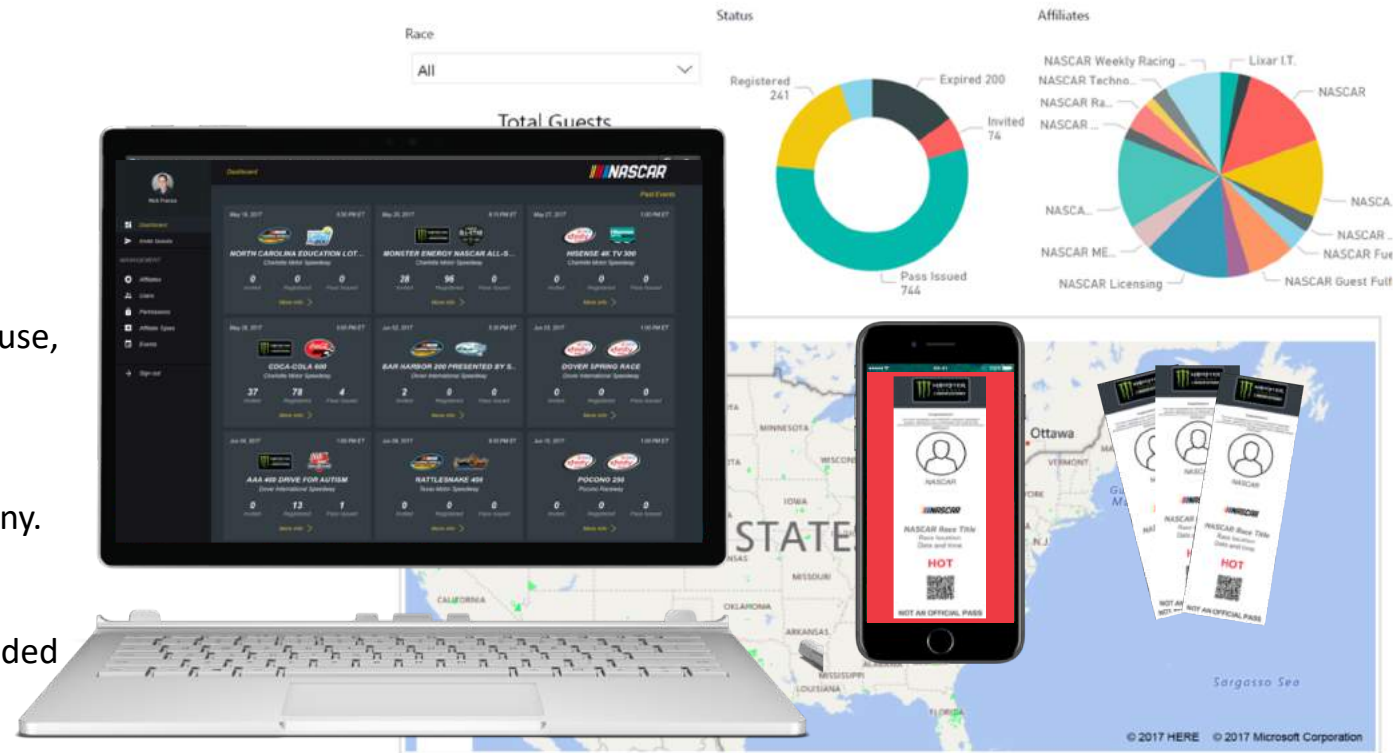
- Reimagine an intricate archaic paper-based registration process while creating a robust, modern, secure platform that is easy to use, visually appealing and revenue generating.
- This was to be done with a base \$0 budget and to include input from numerous stakeholders both inside and outside the company.

## Solution:

- Cultivated and signed a partnership with Lixar IT who in turn funded the project
- Using a 'mobile first' approach we created a cloud solution that has a base workflow like that of an airline.
- Text/Email invite process, back office approval process, followed by online registration and confirmation through a QR code that is scanned anywhere the app is installed so provisioning can be a white glove experience .
- Data Analytics are provided to help with staffing to reduce wait times, pass inventory, CRM opportunities, visitor counting as well as many security features.

Published SportTechie.com Article: [Link](#)

Lixar Promo Video: [Link](#)



**Charlotte Motor Speedway**  
5555 Concord Parkway South Concord, NC 28027

Notes

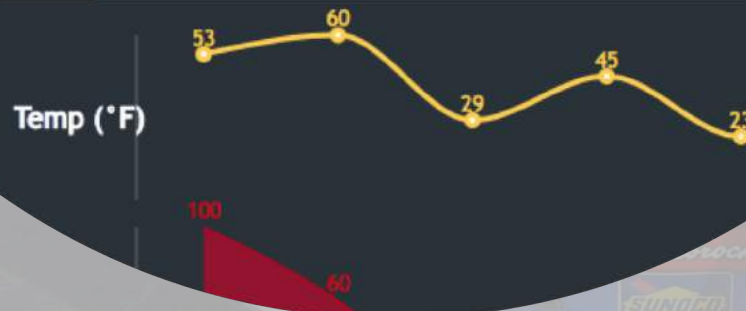
No notes available

Current Conditions

52°	62%	Low-Low	0 MPH WNW
Temp	Humidity	UV Index	Wind Speed

Forecast

7 Day   Hourly   Precip.   Alerts   Lightning



**Role:** Innovator and Program Manager

**Development:** 3<sup>rd</sup> party using Agile methodology

**Technology:** IBM cloud services, TWC data feeds, ReadOps alerting platform, TWC weather detection technology, RainWise weather stations

**Challenge:**

- Historically NASCAR officials would use their personal favorite consumer grade weather app as well as personal experience to forecast weather.
- NASCAR wanted to bring a scientific approach to forecasting weather as well as creating well define plans of action when weather does strike.

**Solution**

- 3 year, multi-million dollar partnership was signed and executed
- This partnership with IBM/TWC allowed us to create a WeatherTrack Dashboard, accessible on any device, to help identify hyper-local track weather threats and issue necessary policy-based alerts at any sanctioned event. This includes on-call meteorologist with a twice a day customized weather forecast will be produced and provided to the stakeholders via
- NASCAR now has one source of the truth across the entire NASCAR eco-system
- Proved to be beneficial to the entire organization not just operations.



# Mobile Inspection

**Role:** Team Contributor, Designer and QA

**Development:** External

**Technology:** Windows 10 UWP, Azure SQL, Power BI

**Challenge:**

- NASCAR officials needed a better way to log race car inspections rather than using pen & paper which severely limited their ability to have real-time status updates and post-race metrics to review
- Series Directors relied on radio comms and walking around the track to get status updates from inspection stations

**Solution:**

- We partnered with Microsoft to design, develop and implement a solution that was completed in 6 months
- Worked closely with 80+ officials at-track to ensure they were part of the development process from beginning to end
- The Mobile Inspection App (built on Windows 10) provided real-time progress of all inspection disciplines for Series Directors and officials
- Using this new system, NASCAR was able to reduce their inspection times by half

Case study: [Link](#)



# Office 365 / Mobile Workforce

**Role:** Project Manager, Innovator and Integrator

**Development:** Internal

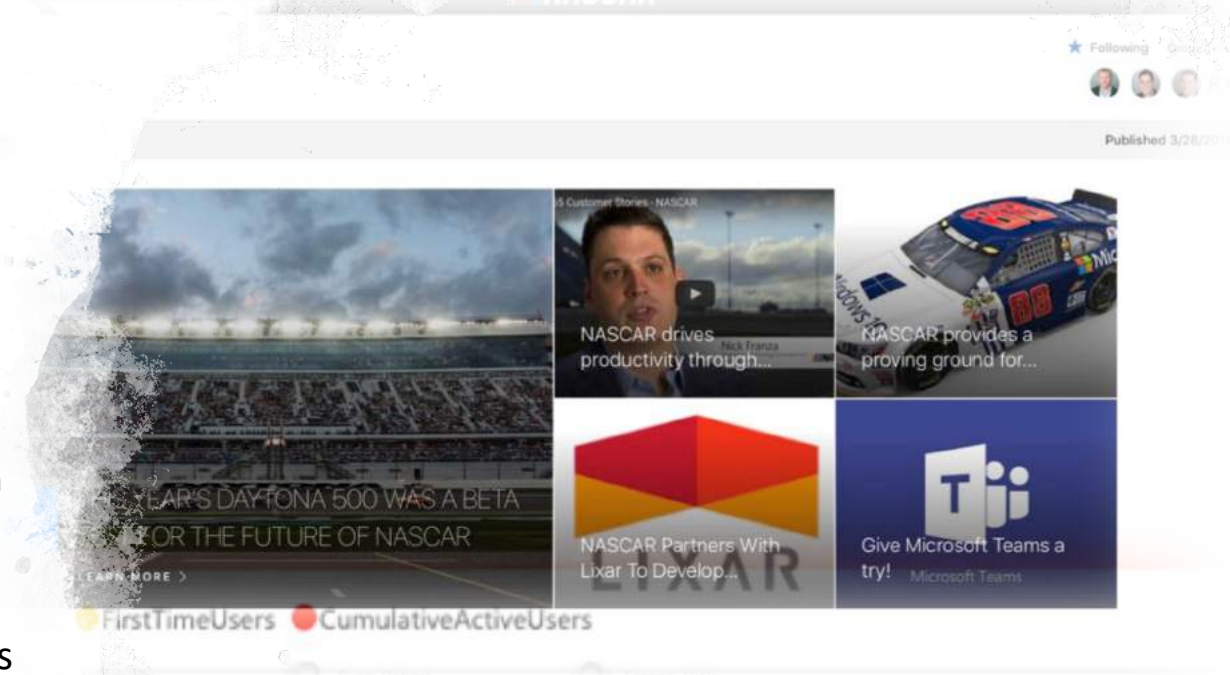
**Technology:** SharePoint Online, Exchange Online and OneDrive for Business

**Challenge:**

- NASCAR employees relied on network file shares and VPN to access content, with no ability to easily share and collaborate on documents in real-time
- Managing on-prem SharePoint and Exchange environments were complex
- On-prem upgrades took longer, introduced more risk and also lacked features missing from their cloud

**Solution:**

- We introduced SharePoint Online and OneDrive for Business to a small group of departments to prove out the technology and user acceptance
- Once the Technology Development team identified numerous use cases for Office 365, we proposed the all-in move to Exchange Online, SharePoint Online and OneDrive for Business to Senior Leadership
- A security and risk assessment was produced for our Legal and Executive teams to review and approve
- Within months, the Tech Dev team identified more departments to introduce/train and migrate their content to SharePoint
- Currently, SharePoint and OneDrive for Business has become the standard for all collaboration and mobile access with hundreds of team sites created



Case study: [Link](#)



# Asset Management and Support

**Role:** Project Manager, Designer and QA

**Development:** Internal and External

**Technology:** Premiere, LAMP, Elastic Search, Adobe

**Challenge:**

- NASCAR had over the years a mix of media assets in different Asset management systems. Years of content was logged with out a convention and through different systems
- Only a small percentage of the content was actually searchable, leaving many assets hidden in the archive

**Solution:**

- We partnered with Levels Beyond out of Colorado after doing research in the marketplace. A Custom application was written to automate our ingest workflows, store and sort our over 300,000 hrs of content.
- Worked closely with the creative teams to ensure they were part of the development process from beginning to end.
- Created a logging convention to tag all the data, applied it to the archive and organized the assets so they were more readily available.
- This project also allowed us to use implement a device management platform to mass produce the NASCAR version of Mac OS to roughly 100 apple machines as well as create a documented support process for all areas of technical production in the building.



# Data Center Migration

**Role:** Project Manager

**Challenge:**

- The room that housed the NASCAR Archive was over subscribed on power, cooling and space
- With several creative projects in the works downtime was hard to come by
- The archive is the most important asset to the NASCAR family, the backup was several hundred miles away and would take an eternity to restore if it came to that.

**Solution:**

- Starting from the beginning we documented everything in the room including weight and power draw.
- Leveraged building drawings and civil engineers to ensure the new location would fit the infrastructure needed plus allow for growth
- Hired and managed a 3<sup>rd</sup> party to install and cable the new space
- Orchestrated the data center move over a holiday break with minimal downtime and no loss of data.
- Facility was featured in local business magazines as used as a showpiece for the 3<sup>rd</sup> party vendor.





# Speaking Engagements & Business Development

Highlights:

- Speaker at NCRIot: [Link](#)
- Speaker at Xlive: [Link](#)
- Speaker at VR innovations conference: [Link](#)



Interviewed for several written articles



[ArsTechnica](#)



[Microsoft](#)



[Microsoft](#)

