

Benjamin Sweezy

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Seasoned technology strategist with extensive experience in government technology strategy, procurement, and policy. Adept at aligning cutting-edge technology solutions with complex government needs, while ensuring compliance and fostering strategic partnerships. Proven track record in industry at cloud SaaS (Salesforce) and professional services (GDIT, BlueLabs Analytics) in developing comprehensive technology roadmaps, data strategy, shaping policy, and driving innovation in the public sector. As a former White House OMB policy lead and FCW "Federal 100" award winner, a recognized thought leader with a talent for articulating vision and strategy at executive-level meetings and industry events. Skilled in conducting needs assessments, navigating compliance landscapes, and identifying emerging trends to position organizations at the forefront of government technology initiatives.

Areas of Expertise

Software, Data, and Analytics

Dev Product Owner
SQL & ETL, XML & JSON
Tableau, D3.js
Salesforce CRM
Geospatial
KPI & Metrics
Snowflake
Drupal, NodeJS, HTML/CSS

Cloud-based Enterprise Transformation

Value Based Selling
Transformation Roadmaps
Platform Strategy
Persona-based Strategy
Gov Cloud Migration
On-Prem Data Center Shutdown
Low Code Platform
App Rationalization

Public Sector Enterprise & Partners

Go-to-Market Multi-Product Collaboration
Prime Contract Teaming/Sub
Legislative Relations
Government Contracting
Federal Government
Public Sector Procurement
Public Administration
Federal Agency Leadership

Accomplishments At A Glance

- Built scalable government buyer guide sales enablement materials used to influence over \$295M per quarter in opportunities in the fastest growing business unit at Salesforce: Global Public Sector.
- Led partnership between Salesforce and partners Tableau and MuleSoft to develop go-to-market value based selling of enterprise data & analytics transformations for public sector agencies, particularly CXO and Chief Data Officer-led initiatives.
- Constructed and implemented cloud-based customer transformation vision plans for 30+ Federal Civilian accounts for Salesforce core products (Service, Platform) and Tableau. Presented to executive customers in sales and renewal motions to close deals and grow business for key "big bet" opportunities, directly influencing \$4M+ per year in closed deals' additional contract value.
- Led the *Salesforce Executive Center for Government* to bring new and emerging cloud-based technology products and methodologies to channel partners and strategic public sector customer senior executives.
- First Tableau customer in the White House; government advocate & trainer of cloud-based data visualization and analysis in interagency budgeting and management reviews with Deputy Secretaries and CIOs at major federal agencies, leading to \$2B+ of realized cost savings reported to Congress during the 2012-2014 fiscal years.
- As CIO of a Federal agency, led modernization of enterprise-wide legacy grants management system. Also led the overall agency migration to cloud services, shutdown of legacy on-premises data centers, and reduction of IT security assessment costs by 65%.

Professional Experience

BlueLabs Analytics | Raleigh, NC

November 2023 – Present

Director, Federal Business Development

- Led all business development efforts for public sector professional services contracting, securing new federal contracts and driving strategic growth through targeted market analysis, successful proposal development, and strategic partnerships. Closed over \$39.4 million in deals with Federal agencies. Built internal business development and proposal development processes from scratch; identified organizational needs, evaluated industry methods and tools, and implemented transformation roadmap to bring project management, lead development, customer relationship management, and strategic planning methods to organization.
- Represented BlueLabs at industry conferences and networking events, enhancing company visibility and competitive positioning. Managed and nurtured key client and partner relationships, ensuring customer satisfaction and fostering long-term partnerships, contributing to a significant increase in annual revenue opportunities.

Salesforce | Raleigh, NC

February 2020 – April 2023

Director, Federal Digital Strategy / Business Transformation Executive

- Led the Salesforce "Executive Center for Government," convening senior executive-level federal customers using Salesforce services to address common technology or business challenges in agencies. Collaborated with cross-functional account team (sales, solution engineering, customer success) on topics and agenda at Salesforce Tower San Francisco and other sites, conducting 24 events over 3 years with public sector executives from the United States, Europe, Australia, and Japan.
- Developed reusable sales enablement *Data Transformation Pathways* used by Industries team to influence over \$295M of specific opportunities per year in the fastest growing Salesforce business unit. Strategic account executives used these Pathways to help

government buyers envision successful enterprise-wide transformation journeys focused on data analytics, visualization, and executive dashboarding capabilities. Led Salesforce collaboration with MuleSoft and Tableau sales and solution engineering.

- Collaborated with leadership of federal agencies to apply cloud solutions to the agency's technical and strategic environment through IT transformation vision plans and roadmaps. Tailored roadmaps for USDA, TSA, CBP, HHS, and other civilian agencies.
- Directly influenced over \$4M+ per year in closed deals additional contract value through presenting to customers in new deals and renewals to grow business for key "big bet" individual accounts (>\$500k expected ACV).
- Presented to customers and industry groups (ACT-IAC, FCW, Evanta, FedScoop) in standalone topics and panel discussions with federal leaders, on topics such as implementation strategies for cloud-based customer experience initiatives & federal policy.
- Developed a new sales operations KPI program for public sector go-to-market performance: configured dataflow, ETL, reports, and data visualizations to join together go-to-market support services, deal closure data, marketing campaign data, and customer success data for Global Public Sector using Snowflake, Salesforce CRM, and Tableau technologies.

Institute of Museum and Library Services | Washington, DC

February 2017 – June 2019

Chief Information Officer, Agency Deputy Director (Digital & Information Strategy)

- Led Federal agency's migration to cloud computing, shut down legacy on-prem data centers. Led change management for affected users to transition to Sharepoint Online, Office 365, and Azure; reduced FISMA IT security assessment costs by 65%.
- Developed web and communications digital infrastructure strategy for Federal agency. Directed web content and services team; managed and debugged the IMLS agency public facing corporate website and applications (*Drupal, PHP, Node.JS*)
- Created the IMLS Data Product Strategy, a top-down enterprise data transformation strategy for the federal agency; led portfolio of new data & analytics technology products, such as, IMLS Labs, Library Search & Compare, Congressional Impact, Museum Universe, Rural Library Stats Database. Directed vision, execution, and user outreach.

Incapsulate, LLC | Washington, DC

August 2015 – January 2017

Senior Consultant

- Led public sector digital transformation partnership with government senior executives (Deputy Secretaries, CIOs). Led research team for US Federal CIO Council's *State of Federal IT* Report to support the on-boarding of incoming IT leadership to US federal government agencies; led interviews with each CIO at 24 US federal agencies; analyzed performance and oversight data; authored +300-page report and presented findings to White House OMB Federal CIO and the US Federal CIO Council.
- Developed data strategy for federal government-wide cloud migration and data center optimization program managed by General Services Administration. Established community of practice; led data collection strategy, schema, and ETL/data quality tools.
- Trained global corporate resources and teams on Tableau Server and Tableau Online use for KPI and data strategy consulting engagements with public sector agencies (city, state, and federal).

White House Office of Management and Budget | Washington, DC

May 2012 – August 2015

Program Manager / Data Strategy Lead

- Won the *FCW Federal 100* award for leading collaboration with partners, system integrators, and federal senior executives for successful implementation of major changes to public sector IT policy & processes via FITARA IT acquisition reform law.
- Led software development of data and analytics systems/implementations for public sector multiagency efforts at OMB. Automated the data collection, analysis, reporting, visualization, and executive dashboard components of CIO and Deputy Secretary strategic reviews of IT transformation programs leading to over \$2 billion of realized cost savings. Led stakeholder and user engagement, overall vision, vendor contracting strategy, feature roadmap, scrum backlog prioritization. (*Microsoft SQL Server back-end pushing to MySQL, Drupal front-end, D3.js visualizations and Tableau interactive dashboards.*)

SRA International (now GDIT) | Washington, DC

February 2009 – May 2012

Senior Consultant, Consultant

- Primary client: White House Office of Management and Budget; Hired to demonstrate emerging agile scrum methodology in public sector by launching a government system in 60 days. Provided XML data schema development, data rules & ETL testing, and overall business analyst role for ITDashboard.gov, a data and analytics-based transparency website of IT project performance across all Federal agencies built rapidly in Drupal and custom PHP. Led the interagency data exchange architecture and developer user communication.
- Conducted a user centered design research engagement with the Whitehouse.gov team, primarily focusing on findings from Google Analytics data review of traffic acquisition channels, content strategy, and audience strategy. Applied subject matter expert knowledge of using web traffic analysis to evaluate objectives, strategy, and content.

Blue State Digital | Washington, DC

October 2008 – November 2008

Strategy Fellow

- Performed web analytics, traffic analysis, and content strategy reviews during the 2008 campaign season. Consultant for online content and strategy using proprietary web tools, social networking, and online community analysis tools to engage target voters.

Education

University of North Carolina at Chapel Hill BA in Public Policy Analysis, Business Administration (Minor) | **Chapel Hill, NC**
MIT Sloan School of Management Artificial Intelligence & Strategy (8/23) | **Cambridge, MA**
MIT Media Lab Open Leadership Camp Inaugural Cohort | **Cambridge, MA**

Presentations & Publications

Talks and Panels

- Customer Experience Summit 2022 (ACT-IAC).** Panelist, *Lessons Learned from High Impact Service Providers on their CX Journey* (11/15/2022)
- FCW Summit: IT Modernization (Federal Computing Week).** Author & Presenter, *Master Class: The Post-FITARA Agency* (10/5/2022)
- Washington, DC CIO Executive Summit (Evanta a Gartner Company).** Panel Moderator, *Starting at Customer Centricity* (5/3/2022).
- Salesforce DC World Tour (Salesforce).** Panel Moderator, *Digital Transformation in Federal Agencies* (4/12/2022).
- IT Modernization Summit 2021 (FedScoop).** Author & Presenter, *Using Data Transformation to Guide Federal Innovation* (4/28/2021).
- FITARA Forum III (MeriTALK).** Panelist, *Federal Perspective on IT* (4/4/2016).
- Jump Start Your Agency IT Transformation (MeriTALK).** Panelist (6/17/2016).
- FITARA Breakfast Series (MeriTALK)** Author & Presenter, *Next Steps in FITARA* (6/14/2015).
- FITARA Forum (MeriTALK).** Author & Presenter, *The View from OMB* (8/11/2015).

Other Media

- Podcast: American Council for Technology-Industry Advisory Council (ACT-IAC) (2022).** Author & Presenter, *ICYMI: The CX Journey of High-Impact Service Providers* <https://www.actiac.org/buzz>
- Video: IT Modernization Summit 2021 (FedScoop).** Author & Presenter, *Using Data Transformation to Guide Federal Innovation* (4/28/2021) https://www.youtube.com/watch?v=f_EKh30TjRs
- Video: Thought Leaders Series (FedScoop).** Author & Presenter, *Four Lenses of Federal Digital Transformation* (2021).
- Podcast: Carnegie Mellon University (2018).** Guest interview, *Interview With IMLS Deputy Director Of Digital And Information Strategy Benjamin Sweezy* <https://amt-lab.org/podcasts-interviews/2018/10/new-podcast-interview-with->

Publications

- Salesforce Blog** (2022) Lead author, *How to Accelerate Digital Transformation with the Technology Modernization Fund* <https://www.salesforce.com/resources/articles/obtaining-technology-modernization-fund/>
- White House Federal CIO Council** (2017) Lead author & researcher, *The State of Federal IT Report (SOFIT)* <https://www.cio.gov/resources/sofit/>
- White House Office of Management and Budget** (2015) Lead author, *M-15-14 Management and Oversight of Federal Information Technology* https://www.whitehouse.gov/wp-content/uploads/legacy_drupal_files/omb/memoranda/2015/m-15-14.pdf

Technology Business Modernization IT-COST Commission (2017) Commission Participant, *Accelerating the Mission: Recommendations for Optimizing Federal Technology Cost and Value in the Age of FITARA*
<https://www.tbmcouncil.org/learn-tbm/the-federal-it-cost-commission/>

Mentions in Press Clippings

Federal News Network (1/1/2022) *Executive Briefing Series: Overcoming the Challenges of Delivering Digital Services to Citizens Efficiently*

<https://federalnewsnetwork.com/cme-event/federal-insights/executive-briefing-series-overcoming-the-challenges-of-delivering-digital-services-to-citizens-efficiently/>

G2xChange (2/26/2020) *Salesforce recruits rising leader Ben Sweezy to drive Federal Digital Strategy*

<https://fedciv.g2xchange.com/salesforce-recruits-rising-leader-ben-sweezy-to-drive-federal-digital-strategy>

Federal News Network (7/22/2019) *DHS, GSA, PTO execs heading to private sector*

<https://federalnewsnetwork.com/reporters-notebook-jason-miller/2019/07/dhs-gsa-pt0-execs-heading-to-private-sector/>

MIT Media Lab (11/1/2017) *MIT Open Leadership Camp*. Inaugural cohort participant (photo included).

<https://www.media.mit.edu/projects/open-leadership-camp/overview/>

Federal Computing Week (5/1/2017) *White House takes on technology revamp* (References the State of Federal IT Report)

<https://fcw.com/it-modernization/2017/05/white-house-takes-on-technology-revamp/228702/>

Federal News Network (4/10/2017) *White House tech leaders conduct listen, learn with federal CIOs* (References the State of Federal IT Report)

<https://federalnewsnetwork.com/reporters-notebook-jason-miller/2017/04/white-house-tech-leaders-conduct-listen-learn-federal-cios/>

Federal Computing Week (3/28/2016) *Federal 100: Ben Sweezy*

https://fcw.com/articles/2016/03/28/fed100_sweezy-ben.aspx

FedTech Magazine (8/12/2015) *FITARA's Effect on Federal Technology*

<https://fedtechmagazine.com/article/2015/08/fitaras-effect-federal-technology>

Federal News Network (8/12/2015) *OMB expects 'believable plans' from agencies as FITARA deadline nears*

<https://federalnewsnetwork.com/omb/2015/08/omb-expects-believable-plans-agencies-fitara-deadline-nears/>

MeriTalk (6/14/2015) *Tea With Tony*

<https://www.meritalk.com/tea-with-tony/>

FedScoop (6/10/2015) *Scott announces final FITARA guidance, sets goals for success* (Coverage of FITARA memo release)

<https://www.fedscoop.com/scott-announces-final-fitara-guidance-sets-goals-for-success/>

FedScoop (4/30/2015) *White House releases first draft of FITARA guidelines* (Coverage of FITARA memo release)

<https://www.fedscoop.com/white-house-releases-first-draft-of-fitara-guidelines/>

NextGov (3/3/2015) *Rollout of New CIO Powers Could be 'Uneven,' DOJ CIO Says*

<https://www.nextgov.com/cio-briefing/2015/03/fitara-implementation-will-be-uneven-says-doj-cio/106593/>

Federal News Network (2/16/2015) *FITARA implementation listening tour*

<https://federalnewsnetwork.com/congress/2015/02/fitara-implementation-listening-tour/>