

Keegan Ried

Digital Transformation & Enterprise Systems Leader | Ellucian Colleague Architect | Applied-AI Builder

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PROFESSIONAL SUMMARY

Enterprise-systems architect and digital transformation leader with fifteen-plus years turning institutional problems into scalable platforms — and the coaching background to bring people along with the technology. Deep Ellucian Colleague specialist: created CatalogOps, an in-house alternative to Ellucian Degree Works; replaced an end-of-life SAP Business Objects deployment with a self-hosted analytics platform (ClickHouse, PostgreSQL, Metabase); and mapped the college's entire systems landscape — Colleague screens, batch processes, reports, CRM, and communications — into a queryable institutional knowledge graph that answers “what breaks if we change this,” the groundwork any ERP modernization or SaaS migration depends on.

Salesforce-certified Administrator and developer, AWS-certified solutions architect, and applied-AI builder who ships production software with agentic tools like Claude Code, OpenAI Codex, and Gemini CLI. Every system I build serves one conviction: make employees' time with technology so efficient that technology fades into the background — freeing people to do what only humans can, in relationship with students and community members. As a Gallup-certified Strengths Coach and founder of Ethos Coaching & Consulting, I lead transformation holistically: strategy, architecture, implementation, and the training and change management that make adoption stick.

WORK EXPERIENCE

Business Analyst, College Services

July 2025 – Present

Amarillo College — Amarillo, TX

- Architect enrollment and advising solutions across the Ellucian ecosystem (Colleague, Smart Plan, ApplyTexas), partnering with enrollment services, advising, the Registrar's Office, Financial Aid, Marketing & Communications, adult education, IT, and the VPs of Academic and Student Affairs.
- Created **CatalogOps**, a curriculum-operations platform positioned as an in-house alternative to Ellucian Degree Works: staff visualize and sandbox-edit every program's term-by-term course sequence, requirement structure, and degree-planning rules, while a built-in health engine pinpoints the exact Colleague data-setup conflicts that silently break student degree plans — converting weeks of trial-and-error diagnosis into minutes.
- Built an **institutional knowledge graph** cataloging 200+ interconnected entities — Colleague screens, batch processes, and reports; CRM campaigns; communication workflows; and the business outcomes they deliver — queryable for impact analysis (“which student outcomes are at risk if this system goes down”), documentation-gap detection, and succession planning — the dependency map that de-risks ERP migration and legacy-system replacement.
- Engineered a **self-hosted analytics platform** (ClickHouse, PostgreSQL, Metabase) replacing an end-of-life SAP Business Objects deployment at near-zero recurring cost — consolidating ~645K records across 366 tables from six institutional sources (Colleague, degree planning, CRM, queuing, applications) behind encryption at rest, TLS, and TOTP-gated access — and paired it with Metabase self-service dashboards so leaders make decisions from live, joined institutional data instead of siloed vendor reports.
- Built the **AskAC Accelerator**, a production Chrome extension (Manifest V3) automating Colleague workflows via a custom business-rules engine, a Firebase/Firestore backend with 16 Cloud Functions, OAuth2 + RBAC, and team-based application processing that gets staff out of screen-by-screen data entry and back to applicants; cut backend database reads 90%+.
- Drive targeted communication strategy through Gecko Engage to reach the right audiences at the right time.
- Train and mentor staff and peers to build and automate with AI, raising team capability beyond individual tools.

Salesforce Administrator & Developer

May 2023 – July 2025

Amarillo College — Amarillo, TX

- Built the CRU Accelerator, a custom Chrome extension integrating Salesforce with external partner systems, saving 1,000+ staff hours annually — hours returned to face-to-face student work.
- Administered and customized Salesforce Education Cloud — Apex, SOQL, Lightning, Flows, validation rules — to improve processes, reporting, and adoption.
- Consulted on and managed enterprise systems including Brightspace LMS (D2L), Asana, and Coursera.

Career Accelerator Consultant

August 2020 – May 2023

Innovation Outpost @ Amarillo College — Amarillo, TX

- Designed, developed, and taught 10-week training programs in Cloud Architecture, Data Analytics, Project Management, and Cybersecurity, with curricula aligned to industry-recognized certifications.
- Built industry partnerships, recruited and advised students, and delivered career counseling connecting training to workforce opportunities.

Data Management Coordinator

August 2017 – August 2020

Amarillo College — Amarillo, TX

- Led data strategy and technology transformation for the Texas Workforce Commission Adult Education & Literacy grant.
- Developed and implemented digital systems for enrollment, compliance reporting, and grant data; drove the analog-to-digital transition, improving accuracy, efficiency, and audit readiness.
- Trained faculty and staff on Salesforce and data tools; designed recruitment strategies to increase enrollment.

Technology Lead / Digital Systems Integration

May 2017 – August 2020

Texas Peer Mentor Network — Amarillo, TX

- Served as technology lead for statewide grant webinars and workshops supporting 17 member colleges; developed and facilitated virtual training on digital transformation in adult education.
- Consulted with faculty, staff, and administrators statewide to drive technology adoption.

Foundational Experience & Education

2007 – 2017

Software development, IT operations, and business roles — Diamond Business Services, Asset Protection Unit, Western Builders

- Built and delivered custom business software end to end — including an organization-wide cash-flow forecasting system for a construction firm — owning development, rollout, training, and support.
- Administered SQL databases, networks, servers, and phone systems; implemented CRM across sales, accounting, and customer service; led marketing and digital-campaign initiatives.
- Formal education in communications, journalism, and public speaking — the foundation for translating technical work to executive, board, and front-line audiences.

SKILLS

Transformation & Leadership: Digital Transformation, ERP Modernization & SaaS Migration Planning, Change Management, Stakeholder Management, Business Analysis, Requirements Gathering, Project Management, Agile, Leadership, Mentoring, Coaching, Training & Development

Ellucian & Higher Ed: Ellucian Colleague, Degree Audit / Degree Planning (Smart Plan, Degree Works domain), ApplyTexas, Higher Education Operations, Workforce Development, CRM (Salesforce, Gecko Engage)

Data & Analytics: SQL, ClickHouse, PostgreSQL, Metabase, Microsoft SQL Server, MySQL, Knowledge Graphs (Cypher), Business Intelligence (BI), Data Analysis, Data Management, Database Administration

Development & AI: JavaScript, Python, Apex, SOQL, REST APIs, Systems Integration, Software Development, Version Control, CI/CD, Artificial Intelligence (AI), Agentic Development Tools, Prompt Engineering, Business Process Automation

Cloud: Amazon Web Services (AWS), Google Cloud Platform, Firebase

CERTIFICATIONS & LICENSES

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| • Salesforce Certified Administrator — Aug 2024 | • Gallup-Certified Strengths Coach — 2021–2029 |
| • AWS Solutions Architect – Associate — 2021–2024 | • AWS Certified Cloud Practitioner — 2021–2024 |
| • AWS Academy Accredited Educator — Mar 2022 | • Beegle Institute Poverty Coach — May 2018 |