

TRAVIS COOKE

INFORMATION TECHNOLOGY EXECUTIVE

Executive Biography | Leadership Narrative | Board and Recruiter Profile
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EXECUTIVE BIOGRAPHY

Travis Cooke is a hands-on technology executive with more than 20 years of experience building IT organizations, modernizing infrastructure, strengthening cybersecurity, and using technology to remove barriers to growth. His career spans payment processing, fintech, and semiconductor manufacturing, where he has consistently been trusted to take ownership of complex technology environments and make them work better for the business.

He began his career as the first employee of American Payment Solutions and remained with the company for 17 years, ultimately serving as Director of Information Technology. During that period, he built and led the company's technology capabilities, supported four acquisitions, maintained PCI DSS compliance, introduced early Asterisk and SIP-based VoIP at significant scale, and helped create the operational foundation that supported the company through its eventual \$60 million acquisition.

After APS, Travis deliberately tested whether he could create the same kind of value in a new environment. At Saras Micro Devices, he became the senior-most technology leader and was selected to bring the IT function in-house. With approximately three months of runway, he replaced the MSP operating model, rebuilt the supporting toolset, established internal governance and service delivery, and maintained continuity throughout the transition. The change, together with software and vendor optimization, reduced recurring annual technology costs by more than \$180,000.

Travis also directs a \$1.5 million annual technology budget and led a full-lifecycle Epicor ERP and MES implementation across finance and manufacturing in under 12 months. He modernized the company's Microsoft environment using Microsoft 365 E5, Entra ID, Intune, Autopilot, Defender, and Conditional Access, raising Microsoft Secure Score from approximately 64 percent to more than 80 percent. Those controls subsequently detected and stopped multiple attempted account takeovers within minutes.

His approach to innovation is pragmatic. Rather than treating AI as a strategy presentation, he uses it to build working solutions. Recent examples include AI-assisted systems that would have cost tens of thousands of dollars through traditional development channels, including an automated purchase-order approval workflow integrated directly with Epicor. He is not a career software developer; his strength is recognizing a business problem, understanding the systems involved, and making the solution happen.

As a leader, Travis gives capable people room to make decisions, removes blockers, and steps in when escalation or technical depth is required. He is known as reliable, practical, and willing to take ownership. His goal is to build teams whose members grow into larger responsibilities and to ensure IT is viewed as a trusted business partner rather than a cost center.

Travis is pursuing Director, Vice President, and future CIO opportunities where he can own the technology function, shape strategy, build strong teams, and create secure, scalable systems that allow the organization to move forward with confidence.

LEADERSHIP PRINCIPLES

- Take initiative: identify pain points before they become formal projects and use technology to solve them.
- Build for the business: infrastructure, security, and automation are tools for enabling growth - not ends in themselves.
- Develop people: give teams room to operate, remove blockers, and use escalation as coaching rather than control.
- Own the outcome: remain close enough to the technology to make informed decisions and step in when the business needs help.
- Leave it stronger: success is reflected in better people, clearer processes, resilient platforms, and stronger executive trust.

SIGNATURE NARRATIVE

"When I left the company I had helped build from its first employee through a \$60 million acquisition, I had to prove I could create value somewhere else. Saras gave me that opportunity - and confirmed that building technology organizations is not something I did once. It is what I do."