

## Career Summary

Senior marketing technology manager with over 15 years experience in revenue-focused digital solution planning and execution, PMO development, team leadership and business process improvement. Leveraging marketing data insights to launch mobile, cloud, campaign and enterprise-based digital programs while building energized, collaborative teams has enabled organizations to focus on customer satisfaction and resulting profit growth. Areas of expertise:

C-level executive partnering	Producing strategic roadmaps	Cultivating PMO governance
Leveraging market research	Launching enterprise-wide initiatives	Building collaborative teams
Planning and managing budgets	Formalizing program processes	Introducing best practice tools

## Career Highlights

- Established Agile PMO while simultaneously launching election experience doubling core traffic – **Politico**
- Beat forecast targets by 9% while directly managing \$4M digital marketing programs (value over \$10M) – **AstraZeneca**
- Surpassed download goal by 2,200% earning sustained 4.5 star rating with Android app launch – **The Washington Post**
- Reduced support call volume 80% by launching mobile-optimized, single sign-on solutions - **Senior Service America**
- Created PMO through IT partnership and project deliverable and governance introduction - **Teach For America**
- Rescued organization from \$2.5M FDA mandate fine by turning around marketing web portal project - **Baxter Healthcare**

## Work Experience

**POLITICO (August 2015-Current)**

**Technical Program Manager (Arlington, VA)**

### Accomplishments

- Led creation of first generation PMO, establishing and championing consistent project management tools and policies
- Motivated overhaul of product development process with strategic product roadmap & demand/capacity conversations
- Delivered sales/finance strategic initiative enabling process, tool and resource planning with Salesforce enhancements
- Launched enterprise-wide elections initiative reaching record 11M+ unique visitors and 55M+ page views in single day
- Built strong inter-departmental relationships through enhanced communication as well as PM Center of Excellence

### Responsibilities

- Created and influenced adoption of full Agile web+mobile framework including portfolio forecast/budget management
- Lead key, strategic initiatives and forecast upcoming portfolio resource needs
- Mentor team of project managers ensuring consistent project planning and execution
- Liaise with senior editorial and product leadership collaborating on strategic product roadmaps
- Create standardized communication protocols and channels to improve transparency around releases and incidents
- Serve as a role model through creation, knowledge sharing, and training of IT initiatives
- Evaluate and implement improved technology employee onboarding process
- Introduce and pilot best-in-practice tools for the organization

**Bliss613 (January 2015-August 2015)**

**Independent Consultant (Silver Spring, MD)**

### Accomplishments

- Developed and launched gourmet business with mobile, supply-integrated eCommerce site
- Implemented marketing strategies to turn profit one month post-launch with continued revenue-growth/engagement

## **Responsibilities**

- Collect and analyze market research including segmentation and pricing strategies to integrate into business model
- Leverage UI expertise to create industry-best practice mobile-optimized site to funnel and accelerate sales generation
- Lead rich, targeted HTML Mailchimp e-mail lead nurture campaigns including A/B testing for read/click metrics
- Gather and lead focus group sessions to collect process and brand-value insights feedback to be applied to website
- Envision operational, supply chain and resource scalability strategies to build a framework for future growth
- Compile and data mine web performance analytics to utilize social ad platforms and budgets efficiently

**AstraZeneca - TekSystems (August 2012-December 2014)**

**Commercial Program Manager (Gaithersburg, MD)**

## **Accomplishments**

- Doubled digital marketing program budget YoY with successful project launches & beating forecasts by 9%
- Launched high-volume/visibility leading-edge ePrescription mobile portal enabling new organizational data capabilities
- Reduced iPad Salesforce.com project launch times by 80% through Agile introduction / acting as scrum master
- Rallied cross-organization partners to analyze and launch process improvements formalizing digital solution delivery

## **Responsibilities**

- Directly manage \$4M Marketing Enablement consumer-facing program with 15+ digital solutions valued at over \$10M
- Created and led strategic product roadmap including branding/integrated websites, mobile apps and market research
- Deliver new capabilities through identifying, interviewing, onboarding, coaching and managing key team resources
- Consult senior brand leadership on user experience best practices, technical vision and program/project performance
- Proactively identify, report and mitigate risks in execution and at steering committee / portfolio review meetings
- Measure success and optimized business solution delivery by leading retrospectives, encouraging team feedback/innovation, optimizing project execution and evangelizing big picture goals

**The Washington Post (October 2010-August 2012)**

**Technical Program/Project Manager (Washington DC)**

## **Accomplishments**

- Surpassed download goal by 2,200% earning feature status / sustained 4.5 star rating with Android app project launch
- Outperformed download goal metrics by 200% with management and introduction of local event/venue iPhone app
- Reduced flagship website load times by 32% earning top 5 fastest news site ranking with program execution
- Increased team productivity more than 200% by introducing Agile cross-functionally and acting as scrum master

## **Responsibilities**

- Manage the planning / execution of performance program responsible for digital solutions reaching 10M+ daily users
- Advise mobile leadership on key features and best practices to collaboratively produce strategic product roadmaps
- Create cross-functional harmony and partnership between marketing, design, editorial, analytics, IS and the PMO
- Partner with CXO to define standard methodology and templates to utilize across the PMO and offshore vendors
- Lead recruiting efforts to screen, interview, onboard, mentor and coach new project managers and vendors

**Senior Service America (September 2009-May 2010)**

**Application Development Manager (Silver Spring, MD)**

## **Accomplishments**

- Envisioned and launched large volume, mobile application portal program in 1 month using Agile XP and Kanban
- Reduced support call volume 80% by analyzing, planning & launching single sign-on / identity management solution
- Optimized application development cycles by 50% with formalized scrum processes & introducing best practice tools

## **Responsibilities**

- Leverage market and focus group research as product / program leader to produce portal feature roadmap
- Manage agile iteration development program to create projects supporting roadmap supporting DoL SCSEP grant
- Lead and supervise union development team, managing employee performance within bargaining contract guidelines

**Teach For America (September 2007-September 2009)**

**Managing Director, Project Management (New York, NY)**

## **Accomplishments**

- Established PMO through methodology introduction, team process alignment and documentation standardization
- Gained 60% efficiency in 5,000+ person program and featured in Dept. of Education with innovative Agile portal
- Saved \$130K/yr and reducing transaction time 83% by leading 6-system, cross-department integration project
- Reduced \$150K scheduling system implementation costs by leading and establishing new vendor relationships
- Recaptured \$10K lost revenue by shifting Excel transactions to eShopping cart solution (\$500K initial processing)

## **Responsibilities**

- Lead high-profile, enterprise development projects repairing business perception of IT and enabling adoption of KPI
- Create and manage technology communications committee serving as public face of IT to rest of organization

**Baxter Healthcare - Widepoint Inc. (March 2006-April 2007)**

**Marketing Project Manager (Deerfield, IL)**

**Accomplishments** - Rescued organization from \$2.5mm FDA fine with marketing-driven validated project recovery, enabled \$240K and 32 months development cost savings by proposing/executing scalable portal, reduced app deployment time by 45% leading automated deploy initiative, built/developed information specialist team

**AON / Hewitt (January 2003- March 2006)**

**Project Manager (Lincolnshire, IL)**

**Accomplishments** - Reduced DB2 to Print output time 94% and doubled developer productivity by leading several projects

**PricewaterhouseCoopers (June 2000- January 2003)**

**Consultant (Rosemont, IL)**

**Accomplishments** - Reduced transaction time 75% by managing automated process projects for several Fortune 500 clients

## **Professional Publications / Presentations**

**PM Network Magazine (Global PM Audience) - In the Rearview Mirror**

**April 2017**

**PM Network Magazine (Global PM Audience) - Presentable - Tailoring Presentations**

**September 2013**

**The Washington Post (Entire IT Department) - Agile Adoption Strategies in waterfall environments**

**June 2012**

## **Education**

**Project Management Institute** - Certified Project Management Professional (PMP)

**Miami University (Oxford, OH):** B.S., Management Information Systems and Business

**Professional Affiliations** - Project Management Institute, AMA, Golden Key National Honors Society