

James J. Hertan

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Goals

Diving into ambiguous environments where alignment is needed across various business groups and technical teams is an environment that I enjoy working in. I am looking for a role that focuses on a product or service where its support and growth requires immediate attention, support, and accountability.

Work Experience

Sila Solutions Group

Seattle, WA

Senior Consultant for The Boeing Company as Product Manager, Flight Deck Solutions

September 2015 to Present

- Supported the product launch & subsequent major/minor releases of the iOS and Windows mobile app, Jeppesen Aviator, from concept to implementation. The primary business goal was to deliver a new offering within a \$5B market acting as product manager for internal development efforts and external strategic partnerships across the organization.
- Managed the product's airplane connectivity roadmap and partnered with multiple engineering teams to define, plan, and implement technical solutions that supported innovative new workflows within the mobile app.
- Explored partnerships with existing IP-based "ground systems" that could help fill gaps in the mobile app's capabilities.
- Provided user experience teams with statements of work to propose new end-user workflows. Frequently proposed initial UX/UI concepts for consideration by the team.
- Collaborated with various onshore and offshore engineering teams to identify feasibility, opportunities, constraints, and commitment dates in support of building software/hardware solutions. Prototyped data models using python 3 to understand upstream system dependencies in terms of data behavior and its constraints.

Consultant for The Boeing Company as Senior Business Systems Analyst, Digital Aviation

March 2014 to August 2015

- Product owner for the Commercial Aviation Services 'MyBoeingFleet.com' website re-design initiative focusing on potential Commercial Aviation Services "delivery channel" capabilities.

Nordstrom Inc.

Seattle, WA

Technology Business Analyst, Loyalty Marketing

April 2012 to January 2014

- Supported the launch of two multi-million-dollar loyalty marketing programs: Beauty Rewards and Debut Rewards. Scope spanned impacting ~20 back-end systems. The "Front of house" program's focus was on enabling new features that enhanced the customer's shopping experience in-store, online, on mobile devices, and via customer communications. "Back of house" focus was on incremental updates to master data management tools as well as employee selling tools such as mobile point of sale device workflows and service center applications.
- Contributed to the design and implementation of two near real-time enterprise "loyalty" RESTful API services working with the Enterprise Information team and the Customer Master Data Management team under the guidance of Privacy and Security stakeholders. Worked with engineering teams to understand

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impacts to existing services and business applications. Acted as technical SME for support issues and tasks related to the loyalty services.

JCDecaux North America

New York, NY

Application Development – IT Business Analyst

June 2008 to February 2012

- Provided technical support for a proprietary Win32 application that managed all internal business processes (100+ users). Subject matter included inventory management sourcing an SAP integration, customer management, user management, sales pipeline management, B2B contract / invoice generation, poster inventory management, operations posting management, property contract management, and its reporting via Oracle Business Intelligence 10G. Primary liaison on behalf of the offshore dev team that supported the on-going maintenance of the application.
- Project lead for the implementation and launch of a proprietary web-based digital management solution which allowed users to manage the schedules for digital content displayed to JCDecaux's network of digital billboards spanning 300+ screens across all major US airports.
- Provided website support (~250 users) for a B2B web portal, my.jcdecauxna.com, which offers an online invoicing, "Proof of Posting" report generation, and internal access to the digital management solution.
- Managed various initiatives such as an in-house development and implementation of an open-source CRM solution for Sales & Support. Supported a web redesign of 'JCDecauxNA.com' using Drupal.

Additional experience and references can be provided upon request.

Education

Lafayette College

Easton, PA

Bachelor of Arts in Government and Law, Class of 2002

1998 to 2002

- Student Athlete, Lafayette College Varsity Swim Team, NCAA Division I, 1998 – 2002
 - T. Gordon Yates Award Recipient

Technology Experience

- Comfortable troubleshooting scripts that extract, transform, and load/store data. Currently studying object-oriented design patterns and persistence of data using various technologies. IDE: Python3 with Microsoft Visual Studio Code.
- Experience writing python3 scripts using the common libraries, sqlite3, requests, json, xml.etree, bottle.
- Advanced experience using productivity tools like Microsoft Office: Visio, Word, Excel, PowerPoint, SnagIt, and Balsamiq alongside tools like Confluence, Jira, Wiki, Microsoft Teams, Cisco Team, Version One, and HP Quality Center.

Relevant Training and Certifications: SAFe & Agile classes sponsored by Boeing, Sila SG, and Nordstrom; Expired certifications for certified scrum master (CSM), SAFe Agilist (SA); Systems Analysis and Design courses at NYU School of Continuing Studies; Computer science classes at Lafayette College.

Activities

Father of two, Peloton, outdoor activities, Raspberry Pi tinkering