

# EDWARD ROBERTS

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## CORE COMPETENCIES

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|--|---------------------------|---|
| • <i>Project Management</i>                  | • <i>Agile Leadership</i> | • <i>Operations Analysis</i>            |
| • <i>Vendor &amp; Partnership Management</i> | • <i>Consulting</i>       | • <i>Data Analytics &amp; Reporting</i> |
| • <i>Product Management</i>                  | • <i>People Leader</i>    | • <i>Customer Engagement / Service</i>  |

## PROFESSIONAL EXPERIENCE

**THOMSON REUTERS LLC.** – Eagan, MN | Sunrise, FL

*Sr. Project Manager – MarTech App Implementation and Integration (AGILE/SCRUM)*

Jan 2022 – March 2023

- Successfully leading global teams in implementing SaaS Customer Data Platform (CDP) and best practices for customer data management.
- Collaborating closely with Data Governance and Stewardship teams to ensure end-to-end data flows between Customer Data Platform and ingestion sources are aligned and controlled effectively, while also managing Data Subject Access Requests (DSAR).
- Documenting business use-case scenarios and expected outcomes for Identity Resolution across the data lifecycle, leading to better decision-making and optimized customer experiences.
- Developing and managing the team's Definition of Done, Entrance Criteria, and Working Agreements for completing Product Backlog Items by driving adherence to agile development best practices, such as automated tests, peer-reviewed code, branching strategies, and timely releases.
- Successfully leading a team of engineers to meet key project deliverables for integrations with Anaplan, HubSpot, Salesforce, Microsoft Dynamics CRM, Adobe Audience Manager, Google Ads, LinkedIn, and other enterprise platforms, resulting in seamless integration of key MarTech apps.
- Managing project and reporting governance from a budget and resource allocation/utilization standpoint, providing C-Suite stakeholders with clear visibility into the project's status and ensuring accountability.
- Negotiating and resolving conflicting change requests and frequently changing priorities across customers and projects, resulting in a more efficient and effective process.
- Successfully leading initiatives to activate incremental product functionalities, such as machine learning and propensity models, resulting in more personalized and effective customer experiences across Marketing Automation, Print Media, Campaign Management, social media, Website, and other departments within the enterprise.
- Creating Product Backlog Items (PBI), Features and Tasks associated with changes to the Customer Data Platform (interfaces with Snowflake, Salesforce, Eloqua, Boomi, and 6sense), resulting in an organized and efficient development process.

**HCA HEALTHCARE** – Houston, TX | Sunrise, FL

*Sr. Project Manager – App Implementation, Cloud Migration, Process Improvement (AGILE/SCRUM)*

April 2018 – Dec 2021

- Led the planning, enhancement, and end to end implementations of enterprise-wide SaaS applications, ERPs, CRMs, programs, processes, and initiatives of significant scope and complexity, providing strategic leadership to drive business success.
- Managed a portfolio of compliance-related programs and projects, ensuring adherence to industry standards and regulatory requirements, while also identifying areas for improvement and implementing process enhancements.
- Conducted research and recorded metrics to deliver clinical excellence in the areas of cardiovascular care, stroke care, and hospital accreditation, effectively leveraging data and analytics to optimize organizational performance.
- Utilized Jira and Azure DevOps to create Product Backlog Items (PBI), features, and tasks associated with changes to proprietary applications (interfaces with Kronos, Workday, Meditech, Lawson, and Cerner), driving product development and innovation.
- Successfully managed the migration and deployment of applications into Azure in UK facilities, adhering to ITIL guidance and ensuring seamless integration with existing systems.
- Collaborated with leadership to maximize organizational, team, and individual performance and effectiveness through people development, quality process, program design, and strategic integration, fostering a culture of excellence and innovation.

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- Implemented data reporting and analytics initiatives to drive operational efficiency, effectively utilizing data and financial forecasting models to produce actionable intelligence and predict the impact on revenues from Enhanced Surgical Recovery.
- Developed project management roadmaps, led project scoping, modeling, testing, and deployment activities, with assurance of frequent communication with all stakeholders to facilitate successful project execution, delivering projects on time, within budget, and to the satisfaction of key stakeholders.

## **AUTONATION – Fort Lauderdale, FL**

*Sr. Project Manager – Web App Development Project Management (SAFe)*

Aug 2017 – April 2018

- Delivered customer facing platform for car buyers and owners to register third- party products, shifting from a manual written process to a web application that leveraged API based integration with the Dealer Management System and Microsoft Dynamics CRM.
- Led Scrum ceremonies and prioritized Product Backlog Items (PBI) associated with changes to Dealer Management System and AutoNation Digital Experience App using MS Visual Studio Team Services
- Prepared documentation for SOX compliance and data governance and ensured IT Security controls were in place to prevent data breaches for web and mobile apps.
- Developed WBS, Project Schedule, determined Milestone, Assessing Risk, planned risk response, documenting Lessons Learned and tracked project finances.

## **COX FINANCIAL, LLC – Atlanta, GA**

*Sr. Project Manager – Web App Development Project Management (SAFe)*

Aug 2016 – Aug 2017

- Lead Scrum ceremonies with team of 10-15 developers and QA resources in US and Hyderabad, India, and prioritized Product Backlog Items (PBI) associated with Customer Facing Structured Settlement Web Application end to end.
- Contributed to UI/UX design by creating content models, empathy maps, wireframes, and mental models using Balsamiq and Draw.io
- Developed change management approach, stakeholder maps, and communications strategy to support transformation initiatives, API integrations, and microservices for scalability and overall architectural optimization.
- Identified and mitigated risks associated with operational process, collection, and distribution of firm-wide data.
- Developed change management approach, stakeholder maps, and communications strategy to support transformation initiatives, integrations, etc.
- Developed WBS, Project Schedule, determined Milestones, Assessing Risk, planned risk response, documenting Lessons Learned and tracked project finances.

## **CITY OF MIAMI BEACH – Miami Beach, FL**

*Sr. Project Manager – Government ERP and Mobile App Implementation (SAFe)*

Aug 2015- Aug 2016

- Managed implementation and stabilization of SaaS products EnerGov, MUNIS ERP, and IG Workforce Mobile application (Building, Budget, Finance, Fire, Planning and Zoning, Park Rangers, Revenue Management) end to end.
- Collaborated with Government and City Management to ensure compliant system configuration for permitting.
- Developed WBS, Project Schedule, determining Milestones, Accessing Risk, and plan risk response, Documenting Lessons Learned
- Coordinated with Code Enforcement, Building, Parking, and Planning departments to train and implement practices/policies for mobile application suite 'IG Workforce' according to ADA compliance.

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- Facilitated and maintained relationship between the organization and the vendor, organized resources, and setup test environments for UAT, and prioritized bugs to be fixed before go-live.

## **LIBERTY POWER CORPORATION** – Fort Lauderdale, FL

*Sr. Project Manager – Mobile App Development, MS Dynamics Integration (AGILE/SCRUM)*

April 2014 – Aug 2015

- Delivered 3rd Generation PowerPad Mobile Application for door-to-door sales team to offer energy products in deregulated markets.
- Drove requirements elicitation activities, including user experience journey mapping, use case development, and user story definition for Microsoft Dynamics CRM customizations to reduce sales cycles and improve revenue streams.
- Crafted user experience goals, stories, and requirements that were used to create product specifications, resulting in the successful implementation of new features and enhancements for mobile and CRM platforms.
- Established and led collaboration among geographically dispersed Agile QA and Dev teams across the US and Guatemala, conducting periodic stand-ups, joint reviews, and analysis, and collaborating with key stakeholders to ensure project success.
- Developed WBS, Project Schedule, determined Milestone, Assessing Risk, planned risk response, documenting Lessons Learned and tracked project finances.

## **TMS HEALTH BPO (XEROX CORPORATION)** – Boca Raton, FL

*Project Manager – CRM, Pharma and Health Informatics (ALM/Quality Management System)*

April 2013 – April 2014

- Engineered the migration of Pharmacy program from IBM AS400 onto multi-tenant .NET application, resulting in an additional \$1.2MIL in revenue and significant process efficiencies for the BPO.
- Developed WBS, Project Schedule, determining Milestone, Accessing Risk, and plan risk response, Documenting Lessons Learned
- Directed user experience journey mapping, use case development, and user story definition for CRM (Salesforce and customized) Development, Health Informatics, and System Analysis (frontend UI/backend SQL), facilitating a comprehensive understanding of customer needs and service enhancements.
- Supported major Pharmaceutical and Healthcare clients by devising and implementing initiatives to reach, educate, influence, and serve patients, customers, physicians, and pharmacists.
- Reengineered the EOB (Explanation of Benefits) notification process, resulting in an estimated annual savings of \$4M and process efficiencies.

## **NOVA SOUTHEASTERN UNIVERSITY** – Fort Lauderdale, FL

*Project Manager – PMO: ERP, EHR, Pharmacy, Informatics, Digital Media, Construction) (AGILE/SCRUM)*

June 2006 – April 2013

- Managed capital and small budget IT Infrastructure/Healthcare Lab/Digital Media/Software/ERP Implementation projects (\$50K - \$10MIL for HD Smart-Classrooms, video streaming, event production, and construction), delivering project goals within schedule and budget constraints.
- Developed WBS, Project Schedule, determined Milestone, Assessing Risk, planned risk response, documenting Lessons Learned and tracked project finances.
- Supervised procurement processes for products and services, utilizing SAP Ariba Procurement Software to manage, track, and control project expenses.
- Drove the successful implementation and rollout of Microsoft 365, MS Dynamics, SharePoint, leading Office rollouts and Active Directory upgrades for an improved technology infrastructure.
- Managed Kronos Application implementation and support, administering time and attendance, WDM, Advance scheduling, WFS, WFAN, and WIM to ensure efficient project operations.

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## EDUCATION

**FLORIDA ATLANTIC UNIVERSITY** – Boca Raton, FL

**College of Business | PMI**

*Green Belt Certification – Lean Six Sigma, 2014*

**NOVA SOUTHEASTERN UNIVERSITY** – Fort Lauderdale, FL

**Hudson Center of Entrepreneurship and Executive Education**

*Graduate Certificate – Project Management, 2009*

**NOVA SOUTHEASTERN UNIVERSITY** – Fort Lauderdale, FL

**H. Wayne Huizenga School of Business and Entrepreneurship**

Master of Business Administration – Management Information Systems, 2008

**COPPIN STATE UNIVERSITY** – Baltimore, MD

**College of Behavioral and Social Sciences**

*Bachelor of Science – Criminal Justice, 2003*

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## ADDITIONAL INFORMATION

- **Technical Skills:** Azure DevOps, Visual Studio Team Services(VSTS), Team Foundation Server (TFS), MS Visio, MS Visual Studio, Atlassian Suite: Jira, Confluence, Innotas, MS Project, MS SharePoint, Smartsheets, Customer Data Platform, Adobe Analytics Manager, Google Analytics, Splunk, MUNIS, SAP, Minitab 17, Tableau, Pendo, Snowflake, SPSS, SAS, MS Office Suite, MS SQL, TOAD, Microsoft Identity Manager, Active Directory, Rally, Clarizen, Windows 11, Mac OS X, Android OS, iOS, Eclipse IDE (Java and Android Bundle) and Citrix Desktop Virtualizations Workforce Management; Workday, Kronos, Salesforce, SAP R/3; SAP Business Warehouse (BW)
- **Certifications:** Certified SAFe 5 Agilist, Certified Scrum Product Owner (CSPO); Project Management Professional (PMP); ScrumMaster Certification (CSM); ITIL Foundation Certificate IT Service Management; Splunk 7 Fundamentals; Lean Six Sigma Green Belt (LSSGB)