VANESSA FORD

I solve problems and help people overcome obstacles.

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📍 New York City, NY

SUMMARY

Result-orientated project team leader with 5 years of experience covering project and product management including developing, implementing and supporting complex infrastructures for fast growing startups. A fast and eager learner, I am detail oriented and adapt to changing project requirements quickly to meet business goals. Comfortable with ambiguity and thrive in fast-paced environment.

EXPERIENCE

Senior IT Product Manager

Rover Games 📅 02/2019 - Ongoing 📍 San Francisco, CA

Rover Games is a multi-play mobile game app development firm that has successful titles such as Drink Something, Trivia Tonight and King's Fight

- Accelerated outbound sales cycle by 330% by designing and implementing customer acquisition platform for training and managing technical sales personnel
- Established and curated strategic partnerships with 6 out of 10 top state manufacturing companies which resulted in $20M additional annual revenue
- Led re-architect effort of a core SaaS product to reduce the platform deployment time for clients by 2 months

Project Manager

Tesla 📅 2012 - 2019 📍 Los Angeles, CA

Tesla is an electric vehicle manufacturer that is revolutionizing the automobile industry

- Lead a team of developers to build a proprietary CRM system for enterprise and its strategic partners, optimizing sales process and increasing sales revenue by 24%
- Curated a $2M business implementation project that saves ~ $3.5M on operational inefficiencies between sales and development departments annually
- Collaborated with strategic manufacturing partners to develop an effective onboarding system, reducing the sales cycle by 3 months for global enterprise clients

Project name	Description
BoosterCRM	The entire CRM strategy and implementation to increase market engagement
Permission System	Automatic onboarding and off-boarding of customer, intcuding all rights and permissions

EDUCATION

Master of Science, Industrial Engineering

University of California, Berkeley 📅 2000 - 2002 📍 Berkeley, CA

Bachelor of Science, Industrial Engineering

University of California, Berkeley 📅 1996 - 2000 📍 Berkeley, CA

TECH STACK

| Product Development | Scrum | SQL | Tableau | JIRA | Python |

Stakeholder Management

ACHIEVEMENTS

Cost Saving Of $100M
Through efficient project management and teamwork, my team saved the division at Tesla over $100 Million in the engine assembly department. The new assembly process is being rolled out to other departments to realize further savings.

Exceeded throughput target by 90%
Cutting loading time & fixing key security issues by moving key remote workers successfully online at scale. Managed the workflow to continuously create content for remote learning.

Business Generation
Discovered new clients, negotiated over $5 Million of partnership and product deals with key customers based on insights gathered in product development phase.

CERTIFICATIONS

Certified Scrum Product Owner & Professional
Scrum Alliance

PMI Agile Certified Practitioner (PMI-ACP)
PMI Project Management Institute

PASSIONS

✳ Crafting

♥ Composing music

🏃 Adrenaline Sports

LANGUAGES

German — Native

English — Proficient