

# Madelyn Estes P.CRM

Business, Marketing and Technology Management Consultant

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Solutions-focused management professional with 20+ years of progressive experience in directing large-scale digital transformation programs and creating value-added change initiatives to help organizations achieve dynamic goals. Adept at analyzing an organization's critical path and developing innovative products & solutions to increase ROI, reliability, productivity and user experiences. Hands-on experience implementing CRM, optimizing workflows, analyzing data, planning campaigns, setting milestones and creating well-sequenced processes to ensure effective project, product and program execution.

## CAREER FOCUS HIGHLIGHTS

### *Management Methodologies*

Agile – SCRUM & SAFe  
SDLC – Waterfall & DDD  
ITIL

### *Risk Mitigation and Compliance*

GDPR, IFRS  
ISO  
WCAG, ADA

### *Enterprise Resource Management*

Organizational Change Management  
Stakeholder & Vendor Management  
Strategic Alignment & Transformation

## EDUCATION

Bachelor of Science in Business Administration - Information Technology - Colorado Technical University	Jan. 2014 – Dec. 2014
Information Technology – Wayne State University	Aug. 2000 – Dec. 2003

## CERTIFICATIONS & CONTINUED LEARNING

**Agile Project Management Fundamentals (APMF)** – currently enrolled

Management and Strategy Institute

**SAFe® for Teams** – Recently Completed

Scaled Agile

**Certification, Lean Six Sigma Master Black Belt (LSSMBB)**

Management and Strategy Institute

**Certification, Applied CRM**

BPT Partners and RWD Technologies, Rutgers University Center for CRM Research

**Certification, Predictive CRM**

Association for the Advancement of Relationship Marketing – AARM

Additional CTU Certifications Completed:

- Basics of Accounting and Finance
- Business Fundamentals
- Business in the Global Environment
- Human Resource Development
- Change Management Essentials
- Organizational Systems Improvement
- Project Planning

New Horizons CEC:

- Applying Project Management (PMI)
- Design and Media courses
- Dreamweaver CS4
- Hardware Networking
- AGILE Project Management

## CAREER HISTORY

Stellantis  
**Program Manager**

Stellantis (formerly Chrysler Automotive) is a leading global automaker and mobility provider that offers clean, connected, affordable and safe mobility solutions.

May 2021 – Present

### Role Overview:

- Served as Program Manager in MOPAR Business Unit, while driving Roadmap and Backlog for Offboard Vehicle Channels, including global customer website and global mobile applications.
- Deliver on the product strategy and roadmap in coordination with the various stakeholders across global business units utilizing Jira.
- Managed \$7+MM budget; scheduling UX/UI, marketing and development deliverables that help fulfill the digital technology offerings.
- Drive adoption of new processes, facilitate businesses alignment and help create project best practices for transition to SAFe methodology.
- Measure impact and establish metrics for programs to manage risks and make informed decisions on subsequent actions.

### Technologies utilized:

AHA  
Google Workspace  
JIRA  
Office 365  
Microsoft Teams  
Microsoft Visio  
Trello

GTB <b>Project/ Product Manager</b>	GTB is the primary creative agency for Ford Motor Company and a subsidiary of WPP, one of the Big 4 marketing / advertising firms.	Jan 2020 – Aug 2020
<b>Role Overview:</b> <ul style="list-style-type: none"> <li>Collaborate and engage functional areas including Finance, Legal, Compliance, UX, UI, Creative, SEO and technical resources to inform and drive content asset creation, delivery and assess risks with development teams utilizing Agile practices.</li> <li>Led a team of 6-10 business analysts in daily ceremonies to document, disseminate and manage user requirements utilizing SDLC and Scrum methodologies.</li> <li>Led multiple marketing &amp; web component projects under the Bronco Platform and managed vendor implementation for the Bronco Ecommerce Launch experience.</li> <li>Created and maintained multiple deliverables such as visual roadmaps, timelines, critical path requirements and status reports.</li> </ul>		<b>Technologies utilized:</b> Adobe Experience Manager JIRA Microsoft Project Microsoft Visio RALLY ( <i>formerly CA Agile Central</i> ) Sketch
RSM <b>Consulting Supervisor</b>	RSM US is a Microsoft Partner and an audit, tax and consulting firm focused on the middle market and is the sixth largest accounting firm of the top 10 accounting firms in the world.	Mar 2018 – Jan 2020
<b>Role Overview:</b> <ul style="list-style-type: none"> <li>Managed concurrent consulting projects for client' industries including retail, manufacturing, business services, insurance, health, finance and non-profit. Maintained 100+% utilization.</li> <li>Interfaced with clients to demo platforms, determine scope, budget and set key deliverables.</li> <li>Managed teams and schedules of interns, associates and senior associates in client engagement efforts for B2B and B2C digital transformation and cloud platform initiatives, including process and workflow stories and tasks' definition of done.</li> <li>Led discovery and execution for CRM SaaS delivery model transformation efforts.</li> <li>Led multiple, end-to-end, \$10MM+ CRM, BI ERP (AX, Business Central &amp; NAV), HRIS, and NetSuite implementation engagements.</li> </ul>		<b>Technologies utilized:</b> iMIS JIRA Atlan Data Workspace Microsoft Azure Microsoft D365/ O365 Microsoft Project Microsoft PowerApps Microsoft Visio NetSuite
Ford Automotive <b>CRM Consultant</b>	Ford Motor Company is a knowledge-based, global firm, the world's second in the vehicle automotive industry.	Oct 2017 – Mar 2018
<b>Role Overview:</b> <ul style="list-style-type: none"> <li>Onsite Program Manager for Ford Smart Mobility Business Unit creating Roadmap and Backlog for B2B and B2C product catalog, service and billing strategy utilizing Microsoft CRM.</li> <li>Led day-to-day team meetings with Sales, Compliance, Marketing and development using a range of Agile and DevOps methodologies, to facilitate project management, requirements, design, development, testing, environment management, change and release and support.</li> <li>Led Roadmap for global platform upgrade from 2011 On-premise platform to D365.</li> <li>Developed training materials and improved organizational structure by interfacing with Ford team, Microsoft Consulting Services and outside development resources, resulting in increased productivity and performance.</li> </ul>		<b>Technologies utilized:</b> Microsoft D365 Microsoft Project Microsoft SharePoint Microsoft Visio RALLY SAP Salesforce Zuora
Dialog Direct <b>Solutions Designer</b>	Dialog Direct is a marketing and customer engagement solution provider focused on helping brands connect and engage with their customers to generate leads, increase sales and provide superior customer engagement solutions that create remarkable experiences.	Oct 2016 – May 2017
<b>Role Overview:</b> <ul style="list-style-type: none"> <li>Create critical path Roadmap and Use Cases for software integrations and API.</li> <li>Design training materials for internal and offshore technical and call center resources.</li> <li>Design, execute digital analytics strategies tailored to clients' requirements and the technical infrastructure for establishing multivariate and A/B test designs and metrics</li> <li>Develops, maintain and publish a prescriptive architecture for Data Standardization practices to support scalable data ingestion and transformation for data providers and data consumers.</li> <li>Conceptualized and led enterprise-wide initiative to transition to continuous improvement dev-ops framework.</li> </ul>		<b>Technologies utilized:</b> iMIS JIRA Atlan Data Workspace Hubspot Microsoft Azure Microsoft D365/ O365 Microsoft Visio NetSuite

MRM

**Business Analyst**

MRM//McCann is a leading data science, technology innovation and creatively driven relationship marketing agency. It is part of McCann Worldgroup within The Interpublic Group of Companies (IPG), one of the Big Four marketing firms.

Nov 2014 – Jun 2015

- Maintained 100% utilization with General Motors creating Roadmap and backlog for MDM platform to support new vehicle onboarding and consolidation of GM, OnStar and Finance data platforms.
- Create test plans covering functional, integration, regression, performance and UAT aspects for in-vehicle console and dealership onboarding experience.
- Represent multiple product owners as a part of a scrum team by providing test scenarios, test cases, QA stories and acceptance criteria.

AEM  
ER/Studio Enterprise  
GitHub  
Microsoft Visio  
Salesforce.com  
Snagit

Ford Motor Company

**CRM Systems PM**

Ford Motor Company is a knowledge-based, global firm, the world's second in the vehicle automotive industry.

May 2013 – Jul 2014

Role Overview:

- Manages on-site project resources to architect an enhancement path for the B2C and B2B in-vehicle technology (IVT) Call Center and Ford North American Dealership and Customer Call Centers.
- Implemented IVT (IN-Vehicle Technology) team case management solution working with Partner (HP), .NET developers and end users for the design and development of on-premise Microsoft Dynamic CRM user interfaces, workflows, third-party applications/integrations, Avaya IVR, training and reporting.
- Responsible for conceptualizing and documenting API/ integrations and related CRM workflows.
- Worked with new and established teams to gather business requirements and leading front-end solution.

Technologies utilized:

Avaya IVR  
Microsoft Dynamics CRM  
Microsoft Project  
Salesforce

Rehmann

**CRM & Database Manager**

Rehmann is a fully integrated financial services firm of CPAs & consultants, wealth advisors, corporate investigators and IT consultants.

Jun 2010 – Nov 2011

Role Overview:

- Managed CRM Business Unit with 3 direct reports tasked managing data compliance and data.
- Led the delivery of User Adoption Events, including Roadshows, Webinars, User Communities, and/or Campaign-related activities.
- Responsible for the CRM roadmap development and attaining program KPIs which included delivery timing, customer satisfaction, loyalty and new client conversions.
- Worked as internal Project Manager to facilitate implementation of \$5MM, 700-seat on-premise Microsoft Dynamics CRM Implementation and supplemental upgrade to 2011 platform with ERP and reporting integrations.
- Interface with internal and external vendors, partners, and agencies to attain sales, marketing and technology team goals.
- Created data ingestion transformation process for newly acquired firms.

Technologies utilized:

Act-on  
Clicktracks  
Dynamics CRM 4.0  
Dynamics CRM 2011  
Dynamics NAV  
Junxure CRM  
Lotus Notes  
Microsoft Project  
Scribe  
Star Time & Billing

DRC

**Member Data & Relations Manager**

Detroit Regional Chamber of Commerce is a non-profit business advocacy organization, representing more than 21,000 businesses in Southeast Michigan (Once the largest membered chamber in the US).

May 2008 – Apr 2009

Role Overview:

- Managed CRM department P&L with 3 direct reports.
- Partner with departments to leverage data sourced from many different sources including Community, Products & Events, Insurance Brokerage and Donors.
- Based on scope and analysis, design and organize campaigns to generate high member/ prospect response rates and/or additional margin.
- Managed customer contact strategy including direct mail, email, digital, and calling campaigns.
- Led team of internal stakeholders in selection process for \$500,000 company-wide CRM initiative of new membership management platform.

Technologies utilized:

Crystal Reports  
iMIS  
Salesforce.com  
SQL