

VANESSA FORD

I solve problems and help people overcome obstacles

☎ 600-00-000 @ v-ford@gmail.com 🔗 www.linkedin.com/vanessa-ford 📍 San Francisco, CA



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 adopt to changing project requirements quickly to meet business goals. Comfortable with ambiguity and thrive in fast-paced environment.

PROFESSIONAL EXPERIENCE

Senior IT Product Manager

Rover Games 📅 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 📅 2017 - 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
Booster CRM	The entire CRM strategy and implementation to increase market engagement
Permission System	Automatic onboarding and off-boarding of customer, including all rights and permission

EDUCATION

Master of Science, Industrial Engineering

University of California, Berkeley 📅 2000 - 2001 📍 Berkeley, CA

Bachelor of Science, Industrial Engineering

University of California, Berkeley 📅 1997 - 2000 📍 Berkeley, CA

KEY 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 Wolf Industries by moving key remote workers successfully online at scale. Managed workflow to continuously create content for remote learning

ON THE BOARD OF

Certified Scrum Product Owner and professional
Scrum Alliance

PMI Agile Certified Practitioner (PMI_ACP)
PMI Project Management Institute

PROUD OF

- Craftign
- Composing music
- Adrenaline Sports

LANGUAGES

English Native

German Advanced

TECHNICAL SKILLS

Scrum Product Development SQL

Tableau JIRA Python