Contact

hirejbaker@gmail.com

www.linkedin.com/in/jamestbaker (LinkedIn)
www.jamestbaker.com (Personal)

Top Skills

Scrum
Agile Methodologies
Management

Certifications

Project Management Professional (PMP)®
Certified ScrumMaster® (CSM)

James Baker, PMP, CSM

Experienced Tech Product, Program Manager
Boston, Massachusetts

Summary

▪ I speak suit, geek, and creative. My 14 years of design, technical product development, and management experience have allowed me to lead and execute projects and operations at the intersection of business, software development, and visual / UX design + digital media.

▪ From product visionary to sprint and daily planning, my foundation in product development / SDLC is solid.

▪ Superbly skilled at communicating across an organization, and motivating and influencing at all organizational levels.

▪ Proponent of agile, lean, and servant leadership practices.

▪ PMP, CSM, and a lifetime learner.

―――――

Experience

Museum of Science, Boston
8 years 7 months

Programs Manager: Web Enterprise Processes, Digital Media Asset Management, Business Data Feeds
July 2013 - Present
Boston, MA

▪ Manage multiple enterprise software development programs, including all phases of SDLC, in a matrix organization.

-- Web Enterprise Processes – With dozens of stakeholders across the organization, analyzing 56 business processes, re-engineering for process improvements, and converting from paper and 1990s digital workflows to apps built on Office 365 / SharePoint Online. In many cases, reducing business process cycle time from days to minutes.

-- Digital Media Asset Management – Maintain and update DAMS used to store, organize, and search 30k+ images. Determine requirements for successor system, which will also house 40TB video and thousands of audio files, with help of stakeholders: marketing, product managers and developers, media producers, system administrators, and storage architects, finance/legal, librarians/archivists.

-- Business Data Feeds – Work with software engineers, database administrators, and system administrators on requirements (data schemas, generation frequency), development, generation, storage, and maintenance of feeds (XML, JSON) communicating between enterprise and consumer-facing applications.

▪ Developed proprietary business process API (JavaScript), in turn leveraging Microsoft's REST APIs, to allow for rapid production of custom apps. Recognized by Microsoft personnel as a pioneer in the use of JavaScript and the REST APIs to solve proprietary business problems.

▪ Communicating with stakeholders and with hundreds of users: staff members, senior management, Chairman of the Board, vendors, and collaborating partners.

▪ Continually monitoring and controlling quality. Collecting and analyzing user feedback, and using it to inform and prioritize user stories.

▪ Alert stakeholders and senior management to risks and provide risk mitigation strategies.

▪ Converted programs from waterfall to agile and continue to drive other internal process improvements.

▪ Report to AVP of Information and Interactive Technology.

Program Manager: Consumer Web Products
July 2011 - July 2013 (2 years 1 month)
Boston, MA

▪ Manage web development program in a matrix organization.

▪ Program dimensions:

-- 20+ websites / web apps: organization's main website, numerous marketing and fundraising campaigns, research data collection used to influence environmental policy, education-oriented products, and internal digital signage.

-- 350k unique monthly visitors.

-- Ecommerce, backend architecture, DevOps with internal and external admins, information architecture and content strategy, interactive UI features, accessibility meeting the standards for NSF and NASA funding, and visual branding and aesthetic.

▪ Built agile (scrum) development team from scratch, including co-located and distributed team members (Boston and Shanghai), and including editors, UX designers, software engineers, and QA staff. Began as a very hands-on manager. Once the team was functioning and practices were set, stepped back to become primarily a ScrumMaster (helping product owners with backlogs and facilitating processes with the development team), as well as an advisor to the development team, and a liaison to senior management.

▪ Ensure revenue channels and opportunities are adequately supported, product goals were met, and organizational resources were utilized efficiently.

▪ Lead Web Governance Team (21 key stakeholders) and communicate with numerous other stakeholders across the organization. Lead prioritization and strategic discussions.

▪ Review analytics to evaluate and report on efficacy of web properties.

▪ Alert stakeholders and senior management to risks and provide risk mitigation strategies.

▪ Transformed culture surrounding these central and vital organizational assets. Led the introduction of agile processes to the organization.

▪ Report to AVP of Information and Interactive Technology.

Designer / Full Stack Web Developer
August 2010 - July 2011 (1 year)
Boston, MA

▪ Developed consumer web products inside a waterfall paradigm.

▪ Collaborated with stakeholders, content strategist, system administrators, other designers.

▪ Created visual designs and interactive user experiences, sometimes from scratch, and sometimes based on the work of exhibit designers and/or print marketing designers.

▪ Used PHP, MySQL, HTML, CSS, JavaScript, Flash, Illustrator, and Photoshop.

jamesTbaker
Consulting Principal
April 2002 - June 2011 (9 years 3 months)
Boston, MA; Ithaca, NY

▪ Consulted and contracted to develop web products, digital media, brands, and print collateral for small to medium businesses.

▪ Clients were primarily marketing departments of medium-sized businesses and owners of small businesses.

▪ Built distributed team of subcontractors in Boston, Seoul, Mumbai, London, and Melbourne.

▪ In early days, worked in waterfall paradigm, but moved to much more agile practices around 2006.

▪ Used PHP, MySQL, HTML, CSS, JavaScript, Flash, Illustrator, and Photoshop.

University Pride, Ltd.
Director of Technology and Product
November 2000 - March 2002 (1 year 5 months)
Los Angeles, CA; Ithaca, NY

▪ Oversaw market research to determine target market size and the features of a web portal desired by said market.

▪ Implemented and participated in the production of the redesigned portal.

▪ Like many dot-coms during this period, the company failed due to shifts in the viability of advertising-based business models.

Education

Tufts University
Epistemology, Ethics · (2007 - 2007)

Harvard Extension School
Logic, Metaphysics · (2006 - 2006)

Ithaca College
B.S., Business Administration · (2000 - 2002)

Tyler Junior College
· (1997 - 2000)