Jeremy Fulbright

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Summary

Seasoned leader with a passion for building and scaling product development, engineering and professional services teams in a dynamic SaaS, Software or Marketing Technology organization. Certified as an Agile ScrumMaster, Agile Product Owner, Scaled Agile and Project Management Professional.

I am a highly motivated, collaborative and fun-loving leader with an experiment-and-learn spirit and agile bias for action. I like rolling up my sleeves and doing what it takes to deliver value to customers and help businesses succeed.

Areas of Expertise:
• Agile Program Management - with over 6 years of delivering complex projects in an Agile Delivery Leadership role for cross-functional Scrum teams including Engineering, Product, Design and Quality.

• Technical Consulting - with extensive professional services experience building a customer-facing technical consulting team at Invoca.

• People Leadership - with experience managing, coaching and supporting a team of highly experienced and talented solution architects and technical account managers at a high growth, VC backed SaaS company.

• Business Strategist - with experience working cross-functionality and building trust with business leaders throughout an enterprise organization.

• Solution Architect - with experience managing and architecting complex integrations utilizing APIs, webhooks and modern data transfer methods.

Technical Skills:
JIRA Administration, Web Languages (HTML, CSS, JavaScript), Data Transfer & Protocols (HTTP, JSON, SFTP, Webhooks, REST APIs)

Marketing Technologies:
Google (Ads, Analytics, SA360, GCM), Adobe (Analytics, AAC, Audience, and Experience Manager), Microsoft Dynamics, HubSpot, Facebook Ad Manager, Middleware integration tools (Scribe, Zapier), Salesforce CRM

Experience

Director, Technical Program Management: Development & Data Engineering at Slack

Slack

Sep 2021 - Present (1 year 6 months)

Sr. Manager, Technical Integration Services

Invoca

Feb 2020 - Sep 2021 (1 year 8 months)
Senior leader with a passion and experience for growing world-class high-performance teams focused on driving business outcomes for Invoca customers.

LEADERSHIP
• Mobilized and inspired a diverse and geographically dispersed professional services team of Solution Architects and Technical Account Managers responsible for leading and advising enterprise customer development teams on API usage, architecture, and advanced solution designs.
• Coached teams across the organization on Agile approaches, values and principles utilizing the Scrum framework's user stories, story-pointing, demos and retros.

DELIVERY
• Drove the ongoing development, enhancement, and continuous improvement of Invoca's Project Delivery Methodology, with a primary focus on agility, resource management, risk management and stakeholder communication.
• Planned, organized, and managed all phases of large-scale project lifecycles to ensure successful delivery and measurable outcomes. This included developing and managing project governance plans, project schedules, team goals, defining success criteria, project milestones, and budgets.
• Played an active role in managing project goals and driving teams to achieve customers business outcomes by managing issues, risks, decisions, and action items.
• Contributed to innovating and developing new and existing product offerings in partnership with Product Management and Engineering.
• Led and advised enterprise customer development teams on API usage, architecture, and advanced solution designs.

COMMUNICATION
• Interfaced with various customer and internal Invoca stakeholders consisting of senior leadership teams (C-level execs, SVP/VP, Directors) and project level resources.
• Planned and oversaw the preparation and dissemination of project communications.
• Recognized environmental or cultural nuances of team/client relationships, team dynamics, and adapted operating and communication styles accordingly to succeed.

Solutions Architect

Invoca

Feb 2019 - Feb 2020 (1 year 1 month)
Led hands-on technical scoping, solution design and marketing system integrations for Invoca's Fortune 500 customers.

Platform integrations included Google Marketing, Facebook, Adobe Experience Cloud, and Salesforce Sales and Marketing Clouds.

• Conducted business process review meetings.
• Led the evaluation of functional and technical requirements.
• Performed gap analysis between Invoca functionality and the customer's requirements.
• Wrote comprehensive design specifications, including functional specification, use cases, and user stories.

• Created technical documentation like solution design documents and technical design documents.
• Trained customers on JavaScript capabilities, including JavaScript creation, QA, and hands-on debugging.
• Provided technical advisory services on implementations with multiple integrations and software platforms (AdTech, MarTech, and CTI/Call Center Technology).

S Business Agility Transformation Consultant

Slalom

Dec 2016 - Feb 2019 (2 years 3 months)
Led strategy, technology, and business transformations within multiple industries including healthcare, financial services, media/entertainment and the technology sector.

- Led the transformation to a new 'lean' research-driven product development methodology that utilized analytics and A/B optimization tools, which reduced go-to-market lead time and improved ROI measurements.
- Led all phases of system integration planning for a video streaming mobile app including needs analysis, UX/UI design specs, technical requirements definition, user testing, QA testing, release management and customer training.
- Facilitated feature discovery workshops between product, marketing and engineering departments to define requirements and gain executive alignment.
- Coached product and engineering teams on Agile and Scaled Agile methodologies, which improved team collaboration and delivery timeline predictability.
- Drafted technical user stories, requirements, system diagrams and data integration-related documents and deliverables.
- Developed digital strategies for a large-scale multinational real estate client.
- Served as a project manager and business analyst responsible for creating data migration, sequence diagrams and systems integration documentation along with project, resource and risk plans for a large-scale program that migrated CRM data from multiple legacy warehouses to SAP and Salesforce.

VAIL RESORTS Sr. Program Manager - Web and Mobile Applications

Vail Resorts

May 2015 - Nov 2016 (1 year 7 months)
Provide overall leadership, strategy and management of enterprise web, mobile app and business intelligence projects utilizing Agile principles to deliver the highest value products on time and on budget.

• Successfully managed a $700k SAS Customer Intelligence/Enterprise Data Warehouse project that integrated data from across the enterprise, improved email campaign performance and accelerated marketing automation.

• As part of a $50 million project, I managed the integration of Vail's newly acquired Park City Resort into their existing digital marketing ecosystem. Platforms included Sitecore WCM, Salesforce Email Studio and Adobe Analytics.

• Facilitated discovery workshops with C-level executives and business stakeholders to uncover new insights and provide clear, actionable recommendations for launching a mobile ecommerce website for Vail's $25 million EpicDiscovery summer theme park.

• Simplified complex concepts for internal clients and developers by creating scope documents, business requirements, wireframes, customer journey flows and functional specifications for a new Vail hospitality website built in Umbraco CMS.

• Managed the integration of Tune's attribution analytics platform with Vail's EpicMix mobile app, which improved insights into download and activation metrics.

• Owned the execution of all projects and ensured that delivery was on time, on budget and within scope.

• Serve as a subject matter expert and coach in Agile methodologies, including backlog grooming, story pointing, sprint planning, daily stand-ups and retrospectives.

Director Web Applications and Digital Marketing
University of Colorado Denver
Jul 2010 - May 2015 (4 years 11 months)
Led the strategy and implementation of the University's portfolio of enterprise digital marketing platforms.
• Successfully managed a large cross-functional team in a $1.9M website redesign project that unified the brand and improved customer experiences across multiple devices and screen sizes.

• Cultivated a culture of collaboration and transparency between Marketing, IT and Business stakeholders in a large and complex organization with over 40,000 employees and annual revenue of 1.4 billion.

• Developed a high-performing team through continuous coaching on process improvement, conflict resolution and accountability.

• Managed a $1.5M annual program budget.

Education

Northern Arizona University
Bachelor of Science (BS), Marketing
1995 - 1999
Selected as Standard Bearer for College of Business Administration at Northern Arizona University Commencement Ceremony, Spring 1999.
Northern Arizona University Award for Outstanding Scholarship, Fall 1997.
Successful Transition and Academic Readiness Program, Tuition Scholarship, Fall 1995.

Licenses & Certifications

Project Management Professional (PMP) - Project Management Institute
Issued Dec 2014 - Expires Dec 2017
1773790

Certified ScrumMaster (CSM) - Scrum Alliance
Issued Jan 2016 - Expires Jan 2018

000493538

Certified Scrum Product Owner (CSPO) - Scrum Alliance
Issued Sep 2017 - Expires Sep 2019
493538

Certified SAFe 4 Program Consultant (SPC) - Scaled Agile, Inc.
Issued May 2018 - Expires May 2019
56713808-5089

Skills

Marketing Communications • Web Analytics • Social Media • Email Marketing • Social Media Marketing • Web Development • Marketing • Social Networking • Copywriting • Online Marketing

Honors & Awards

Case Study: Microsoft SharePoint 2010 Website Consolidation - Microsoft
Jul 2012
http://www.microsoft.com/casestudies/Microsoft-SharePoint-Server-2010/University-of-Colorado-Denver-Anschutz-Medical-Campus/Leading-University-Consolidates-All-Websites-onto-One-Centrally-Managed-Infrastructure/710000001144

University Consolidates 400 Websites onto single CMS improving brand and user experience.

The university had dozens of web servers, of which few were centrally managed. Lack of effective governance resulted in a diluted brand, a poor user experience, unpredictable navigation, inaccurate information, poor web analytics, and low search rankings.

Solution
The university moved its entire public-facing web presence onto Microsoft SharePoint Server 2010, which today hosts more than 400 individual websites

Case Study: Microsoft Dynamics CRM increases student recruitment - Microsoft
Dec 2012
http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=710000001701

University increases student recruitment with CRM by tying marketing campaign dollars to student recruitment activities.

In order to compete with other online universities, reach and recruit students globally, and establish credibility as a top tier online university, the marketing team decided that the campaigns implemented needed to be data-driven from the beginning. The team chose the Microsoft Dynamics CRM platform to review past campaign investments, market in various world-wide media outlets, analyze results, produce detailed reports on budget and campaign allocation, and recruit the right students, strategically.

Conference Presentation: Evolving Beyond the Market Strategy Guessing Game with CRM and Web Analytics - Educause

Nov 2012

Conference Presentation: Analytics, coupled with CRM, plays a critical role in meeting goals - Educause

Nov 2012

http://www.educause.edu/annual-conference/2012/improving-student-outcomes-and-institutional-effectiveness-recommendations-lower-cost-higher-impact-en

Analytics, coupled with relationship and resource management systems, plays a critical role in an institution's ability to meet goals and drive improvements. Join higher ed leaders to discuss the strategic value of modernizing enterprise systems and fresh approaches for reducing complexity and costs while improving outcomes. Best practices include Microsoft Dynamics CRM, ERP, and SQL.