**Phil Crawley**

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**Lead Solutions engineer**

**Specializing in Product Ownership and Software Sales Support**

***VALUE OFFERED:***

* Solutions Engineer who leads Scrum development teams to transform product vision into market reality; Facilitates team buy-in by providing strong domain expertise by quickly ramping up on new business domains and effectively articulating business intent.
* Well versed in identifying functional gaps in existing software products/new product requirements and defining elegant/scalable solutions which minimize development effort and maximize development return.
* Provides necessary guidance to senior leadership to enable proper planning, budgeting and setting of organizational goals and expectations
* Sees bigger picture and creates strategies on how to put puzzle pieces together to effectively deliver results; sees through solutions to identify complex product development problems and develops roadmaps to success.
* Strong expertise in working with external customers and internal sales teams to provide integration solutions by leveraging software domain expertise
* Personable relationship builder who maintains proactive, positive connections with key stakeholders, resource holders, and project partners to create collaborative, community problem-solving environments.
* Technically-savvy leader with background in application development who understands complex terminology and concepts yet can translate them to non-technical audiences; keeps up on current Technologies to see potential uses during product development and guides teams towards integration.

**Leadership:** Strategic Resource Planning, Long-Term Platform Vision, Product Development Planning & Leadership, Team Management, Resource Supervision/Mentorship, Process Design & Improvements, Escalated Troubleshooting,

**Solutioning Skillset:** Requirement Gathering/Elicitation, Application/UX Design, Problem Statement Definition, Client Needs Mapping, User Story Definition, Product Lifecycle Management, Product Prioritization Methodologies, Relationship Management, , Functional Specifications, Product Development, , Domain / Concept Modeling, Project Management, Scope of Work Definition, Process Definitions, Functional Designs, Implementations, Integration Architectures, Solution Designs, Roadmap creation, Gap Analysis

**Methodologies:** Agile/Scrum, Waterfall, Minimum Viable Product (MVP), Value to Complexity mapping, User Story Mapping, MoSCoW

**Solutioning for the**

**following concepts:** SOA, Tiered Architecture, Micro-serviced applications, Relational Databases, NoSQL Databases, Caching, Indexing, Configuration, Security, Event Messaging, Hosted and On-premise solutions, Cloud

**SOLUTIONS EXPERIENCE**

GE HEALTHCARE - GAM(GLOBAL ASSET MANAGEMENT) – Richmond, VA

***Solutions Analyst (Product Owner and Team Lead),*** 4/2013–present

*Recruited based on ability to quickly ramp up and build solid teams within accelerated timeline environments. Stepped into new position within new department that needed immediate architecture and solutions architecture, as well as product development leadership. Drove development of RTLS (Real-Time Location Service) cloud-based asset management software application that leverages radio frequency and infrared technologies to enable customers and GE service staff have real-time tracking of mobile assets previously tagged by via beacons. Defined requirements, prioritized tasks, and designed solutions for all aspects related to application. Collaborated with product manager, operations, and support teams to flush out requirements and guide product vision. Partnered with GAM architecture team to evolve and validate GAM enterprise architecture and align with product vision for all HOM-related products.*

* **Restored on-time market delivery of iCenter-Location product suite** which had previously stagnated due to lack of product team engagement/vision (is this ok to say or does it sound like im calling out another group?); clarified vision on key features valued by customers, and developed then evaluated (not sure what this means) item backlogs to determine overall complexity-to-value ratios before prioritizing items for development.
* **Delivered basic features of iCenter-Location plan to customers 6 months ahead of schedule;** stepped in when product management team fell behind. Defined solution/architectural options which quickly got product out to customers and enabled team to begin working on net new features.
* **Enabled seamless transition from old location tracking product to iCenter-Location application** by paving path forward for iCenter-Location to connect with CRMs; defined recommended scope for 2 subsequent releases which provided longer-term vision into deliverables as well as top-level insights on how to make it happen.
* **Designed GIS enabled mapping application called “Site Builder” to provide visual context to RTLS tracked assets within hospitals;** along with UX and Enterprise Architect, provided solution for a GIS-enabled mapping application which enabled map designers and implementation engineers the ability create floors maps, define floor regions and define the supporting RTLS hardware required for each region necessary to create maps in customer facing applications that showed tracked asset locations in real-time as each asset moved around the hosptial . (should this be in past or current tense?)
* **Cut customer physical hierarchy and map artifact creation times 50% and update times by 90%;** along with UX and Enterprise Architect, created GIS-enabled solution which enabled map designers to make minor CAD edits to create various regions of interest and GEO references within CAD which was then uploaded into databases.
* **Activated first-ever real-time inventory counts for hospital assets** **by creating monitoring feature tool;** enabled users to see current asset counts as well as configured asset inventory levels by location/asset type. Created companion data “trending” feature which showed each increment and decrement that occurred over past 48 hours which revealed over- or understocked patterns per location/asset type.
* **Introduced product management feature prioritization method** which involved evaluating backlog features using business value-to-complexity model; values were mapped into 4 quadrants to provide visualization for features offering most “bang to buck” which provided first-ever consistency to how features are prioritized.

,Connexions Loyalty (formerly AFFINION LOYALTY GROUP) – Richmond, VA

***Manager, Solutions Analysis,*** 7/2011–4/2013

***Lead Solutions Analyst,*** 6/2008–7/2011/2011

***Senior Solutions Analyst,*** 6/2006-6/2008/YYYY

***Solutions Analyst Contractor (Monument Consulting),***5/2006-7/2006

*Transferred into full-time role and then progressively promoted in recognition of familiarity with platform and customer business domains. Rapidly developed well-thought technical solutions that met customer needs based on requirements. As Manager, oversaw team of 15 solution analysts across 4 separate development groups, defined group processes, and reported to senior management on project processes. Supported sales team with technology solutions, project estimates, and participated in critical pre-sales meetings. Worked with customer tech resources to plan out integration solutions. Worked with sales on ways to generate incremental revenue streams on existing and new client initiatives.*

* **Supported 30+ sales opportunities by providing technical software solution domain expertise;** established myself as the “go-to” resource by providing thorough, feasible and well thought through integration solutions with short turn-around per. Consistently requested to present solutions directly to customers as part of formal RFP response presentations.
* **Streamlined new customer program/integration assessment processes, shortened timelines by 3-5 days,** and eliminated potential opportunites for inaccuracies that were occasionally inflating assessment effort. Created customer questions list and standard hour estimates for common tasks to create consistency across assessments and added mechanisms to quickly translate assessments into MS project plans to reduce time from assessment to start of project execution.
* **Designed inventory tracking feature to support the redemption of limited quantity offers for Discover Card**. **which was then built into core redemption platform product and commercialized as part of standard product offering.;** created solution that interfaced with existing redemption offer catalog to keep track of item inventory, enabling Discover Card to offer Orange Bowl tickets to it’s customers. Feature maintained inventory increments and decrements, accounted for multiple redemption channels, nightly updated website index, and provided email balance alerts in real-time ,.

**ADDITIONAL BACKGROUND:**

Previous employment as Business Systems Analyst at America Online (AOL) (Ashburn, VA), Application Developer at CGI (Fairfax, VA), Senior Consultant at ALIGN360, LLC (Richmond, VA), and as Coal Analyst at Norfolk Southern Corporation (Roanoke, VA).

**EDUCATION**

Virginia Polytechnic Institute – Blacksburg, VA

***Bachelor of Science (B.S.) in Finance***

***Bachelor of Science (B.S.) in Information Technology***