# Joe Lombardo

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## Summary

A digital media leader with deep technology roots and a strong product management record at premier media organizations including Discovery Communications and National Geographic.

I’ve enjoyed creating consumer facing digital products on scalable technology platforms and gained experience in full product lifecycle from early stage product ideation to production scaling.

## Experience

VICE PRESIDENT **DIGITAL**   
INSIDE HIGHER ED, WASHINGTON, DC SEPT 2016 – MAY 2019

Led digital strategy and managed cross functional teams to build new products and experiences that increased revenues and margins using Agile and Lean processes.

* Led the technology team and architected new systems to meet product goals with an eye towards cost, speed to delivery and scalability.
* Designed, developed and managed the digital product portfolio; defined the strategy with the executive team, managed the roadmap, developed new products and retired old products.
* Redesigned the site to drive user engagement and optimize for search engine rankings.
* Leveraged rapid prototyping tools and user research to test and measure new features to refine the user experience and maximize ROI.
* Conceived of and deployed new products and experiences for job seekers and employers. Resulting in sustained e-commerce revenue gains of 35% YOY and increased user engagement.

**PRODUCT MANAGEMENT** CONSULTANT, YOUR SHOT   
NATIONAL GEOGRAPHIC SOCIETY, WASHINGTON, DC MAY 2016 - SEPT 2016

Led product development for National Geographic’s premiere consumer facing photography community product.

* Led the product evolution of National Geographic's largest and most engaged community with over 685,000 users and 9 million photos. Your Shot photos are seen by millions in the magazine, books, apps, online and on social networks.
* As scrum master and product lead, I organized and guided the team through the maintenance and build out of new features.

VICE PRESIDENT, **DIGITAL PRODUCT MANAGEMENT**   
NATIONAL GEOGRAPHIC, WASHINGTON, DC MAR 2013 - NOV 2015

Led team of product managers responsible for building an engaged user community, redesigning the travel sites, serving over 2 million monthly users, and managing mobile products including National Geographic Magazine, World Atlas, National Parks and City Guides.

* Created consumer paywall for premium content that integrated multiple content management and identity systems.

VICE PRESIDENT, **PROGRAM, COST AND PROCESS MANAGEMENT**   
NATIONAL GEOGRAPHIC, WASHINGTON, DC JUN 2012 - MAR 2013

Led strategic planning for scaling and reorganizing the technology team to support a more ambitious digital strategy.

* Working for the CFO and key stakeholders, scaled and restructured the development and project management teams to better align with the business needs and laying the foundation for the Scaled Agile Framework.
* Collaborated with stakeholders to define and prioritize a long-range product roadmap.
* Trained the project management team on Agile processes including Scrum and Kanban.

VICE PRESIDENT, **SOFTWARE DEVELOPMENT**   
NATIONAL GEOGRAPHIC, WASHINGTON, DC APR 2010 - JUN 2012

Led the development of a new platform for managing photo contests, a valuable advertising, ecommerce and marketing feature on NationalGeographic.com.

* Led 13 back-end and UI staff developers and 8 contract developers.
* Led the development effort to build a contest management system that included payment processing, photo and video uploads and workflow management.

DIRECTOR, **APPLICATION DEVELOPMENT**   
NATIONAL GEOGRAPHIC, WASHINGTON, DC MAR 2008 - MAR 2010

Responsible for organizing an ad-hoc group of developers and administrators into a cohesive software development team using industry best practices.

* Managed a team of 5 application developers responsible for building, maintaining and integrating several Content Management Systems.
* Instituted SDLC processes to improve system quality and the team’s throughput.
* Led the development and launch of National Geographic’s education site.

TECHNICAL CONSULTANT, **CONTENT MANAGEMENT SYSTEMS**   
DISCOVERY COMMUNICATIONS, SILVER SPRING, MD DEC 2002 - MAR 2008

Business analyst and project manager for the development and integration of content and asset management systems in support of the broadcast and digital teams.

## Education

Frostburg State University, Frostburg, MD **MBA** 1993

Frostburg State University, Frostburg, MD **Bachelor of Science, Marketing** 1992