

TERESA MARTINEZ

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PROFESSIONAL BACKGROUND

Ms. Martinez is a multifaceted professional with over 15 years of experience in client-facing and internal leadership roles. She is a proven leader in the areas of program management, product development, marketing strategy, and cross-functional team management. She can quickly and efficiently synthesize program information and accurately establish scope, requirements, costs and productivity benchmarks, regardless of the environment. She enjoys operating in ambiguous spaces and providing structure as needed for organizations to be successful against their goals. Ms. Martinez prioritizes clear communication with stakeholders at all levels of the organization to build consensus and alignment throughout the program lifecycle, while holding all parties accountable for their respective scope. Her adaptive communication style and hands on approach to program management ensures that all stakeholders have a voice and come together to successfully meet program objectives.

SELECTION OF RELEVANT EXPERIENCE

Program Lead, Distribution Center Implementation | Global Luxury Retailer

Ms. Martinez served as the program lead for Phase 3 of a multi-year, supply chain transformation program that involved modernizing systems, opening a new distribution center, and improving supply chain processes and documentation. She was brought into the program mid-implementation, and to ensure success she quickly built relationships with client and vendor teams and gained understanding of the program status and scope. By cross-pollinating solutions and engaging vendor teams more effectively, the distribution center achieved a successful go-live. Post-launch, she continued to lead the team on issue management and additional program delivery as design and process changes were established. Throughout the program, in addition to leading the day-to-day implementation, Ms. Martinez managed multi-layered communications across the client and vendor organizations, from project teams to executive leadership, to ensure status and progress as well as risks and issues were clear and actionable.

Chief of Staff, Payment Products | Global Financial Technology Organization

Ms. Martinez was Chief of Staff for the Vice President of Product Development over a \$500M revenue product line. In this role she organized all development intake data, ensured the team was trained and prioritizing the proper efforts across over 25 development trains, and unblocking barriers to development. Additionally, Ms. Martinez dove into troubled product initiatives to facilitate working sessions, define minimal viable product plans, negotiate and manage vendor relationships, and streamline the internal team's efforts to achieve revenue driving product increments more frequently. Beyond development, Ms. Martinez supported executive communication, value proposition visualization, and capital planning for the product line as well as established regular cadence for cross-functional communications to support multiple sales teams in their sales process.

Industry Experience

- FinTech
- CPG
- Point-of-Care
- Pharmaceuticals
- Logistics
- Retail Supply Chain

Functional Expertise

- Program Management
- Product Management
- Strategy Development
- Process Improvement
- Implementations / Integration
- Change Management
- Marketing & Consumer Insights
- Supply Chain

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SELECTION OF RELEVANT EXPERIENCE

Program Lead, Partner Implementations | Global Financial Technology Organization

As the program lead for a large implementation, valued at over \$180M, Ms. Martinez led a cross-functional team of client, vendor and partner resources through a US and Canadian market launch. As the program lead, she was the face of her client to their partner and vendors across the implementation initiatives, as well as the internal lead for all decisions and communications from the working team to the executive team. To ensure success across the partnership, workstreams were structured to deliver value in specific areas of the end-to-end solution. Program structure was applied to fuse the proper teams across the client, partner and vendors, establishing a defined scope, working cadence and strong relationship between teams to execute effectively. The partnership implementation required a deep understanding of internal systems, technologies, operational processes, and integration flow to ensure success. In addition to delivering capabilities and markets that did not exist prior and realizing actualized revenue in year one, Ms. Martinez and team managed the entire solution, implementation, launch and servicing remotely while navigating pandemic challenges for both organizations. Based on the success of the partnership, Ms. Martinez and the program team have been utilized to address barriers and challenges in other areas of the line of business and lead additional implementation solutioning.

Program Manager, LOB Operating Model & Revenue Synergy | Global Financial Technology Organization

Ms. Martinez was brought in post-acquisition to support a key line of business in their pursuit of revenue based on acquisition synergy. Through this program she conducted an end-to-end operating model assessment to identify where the line of business needed to focus to ensure scalability as they grew their book of business. From the assessment recommendations, Ms. Martinez supported the stand up of new roles, development of enterprise tools that filled gaps in the value proposition, groomed the line of business pipeline pertaining to synergy efforts, and provided reporting to the integration management office and executive leadership team on a consistent basis. Ms. Martinez' efforts allowed for more efficient management of the sales pipeline and successful deal closure that ensured the line of business hit their revenue goals in the first-year post acquisition.

Technology Expertise

- Salesforce
- Google Analytics
- JIRA
- SmartSheet
- Rally
- Clarity

Certifications

- Professional Scrum Master (PSM)
- Professional Scrum Product Owner (PSPO)

Deliverables

- Program Strategy & Artifacts
- Business Case Development
- Product Roadmap
- Process Mapping
- Marketing Plan
- Operating Model Assessment
- Project Management Artifacts
- Implementation Guides

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SELECTION OF RELEVANT EXPERIENCE

Product Owner, Digital Touchscreen Innovation | Point-of-Care Health Education Company

Ms. Martinez was the product owner for a digital touchscreen product and pipeline mobile extensions at a point-of-care health education company. At the initiation of the product, there was no product owner function established and inputs to the development team were mismanaged. Ms. Martinez identified the need for a product owner and stepped into the role in addition to her other responsibilities. As the product owner, she conducted user experience testing, stakeholder interviews, and business cases to identify product and timing requirements, budgetary needs, and pricing for new contracts. Throughout each phase of development Ms. Martinez ensure the product was being developed to be FDA and HIPPA compliant. By working closely with each stakeholder, from the CEO to external clients to the sales team, Ms. Martinez was able to guide the business analysts and development teams to streamline product development. This product was the first of its kind in the point-of-care space and Ms. Martinez worked with each pharmaceutical client to develop internal guidelines for advertising placement and product usage. Throughout the product launch and subsequent evolutions, Ms. Martinez built a strong cross-functional team, managed sprints, prioritized and refined stories, and presented product progress and feature releases on a regular cadence. In addition, Ms. Martinez served as the trainer and subject matter expert for all product features and functionalities across the organization and for all clients and vendor partners.

Program Manager, Multi-Account Lead | Point-of-Care Health Education Company

Ms. Martinez was the program manager across multiple pharmaceutical accounts, with a total value over \$28 million, throughout the point-of-care space. During her leadership, her team was able to increase the account portfolio by \$10 million. The additional volume of brands and product placement was managed seamlessly and efficiently due to Ms. Martinez's process development, mentorship, and ongoing oversight. With each brand Ms. Martinez led contract review, client and vendor onboarding, asset development and approval (including legal and regulatory review), asset launch, measurement and optimization. Her team was recognized throughout the organization for thorough program expertise, brand knowledge, disease state knowledge, and process improvement.