

# MARCO FERNANDES

Certified Scrum Product Owner | Certified Scrum Master | CBA | CPM

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## PROFESSIONAL BACKGROUND

Mr. Fernandes is an experienced business and technology consultant who has been helping clients solve complex problems for over 20 years. He has a proven track record in the delivery of high-profile, high-visibility projects timely and cost-effectively, across many industries.

With extensive experience in Product Development, Business Architecture, Project Management, and Business Analysis, Marco brings together an effective blend of analytical, creative, and delivery skills. He is an expert at assessing and navigating complex people-process-technology environments to understand needs and uncover opportunities. His approach: understanding and empathizing with stakeholders; collaborating in the development of solutions, and driving delivery of problem-fit solutions. He augments his delivery by leveraging SEI's unmatched Collective Value, bringing the power of SEI's 500 consultants to every client partnership.

Marco is a core member of SEI's Concept-to-Delivery Community of Practice, where he provides direction and thought leadership on Product Design, Product Management, Agile Delivery, Design Thinking, Innovation, and other related disciplines.

## SELECTION OF RELEVANT EXPERIENCE

### Agile Delivery Product Owner

Lead the implementation/ migration to cloud-based data warehouse and for one of the largest auto clubs in America (6 million+ members). Scope included collaborating with business stakeholders to define goals and associated requirements for multiple business areas; creating, prioritizing and maintaining the product backlog; collaborating with technology architects to align with enterprise direction; guiding and collaborating with delivery teams to define and design appropriate solutions; and supporting the delivery team with quarterly planning, reviews and other agile ceremonies.

### Product Management

Owned the product vision and roadmap for an all-new customer portal with 500,000 registered users for the world's largest processor of card payments. Responsible for on-time delivery of product increments in order to meet windows of opportunity. In close collaboration with key stakeholders and sponsors, led the design and implementation of key product capabilities, including business intelligence, data analytics, and reporting; transaction processing; security; and all associated user experiences. Coordinated with external teams for resource availability and technology alignment. Lead 40+ team members (product owners, business analysts, developers, UI/ UX designers, security architects, data architects) operating in Scrum and Scaled Agile Framework.

### Business Architecture

Defined and managed Business Architectures for key Enterprise Capabilities in the financial services and payments industries, such as Transaction Processing, Customer Acquisition and Servicing, Risk Management, Sales and Revenue Optimization, among others - driving platform rationalization and aligning capability roadmaps to enterprise growth strategy.

### Business and Systems Analysis

Led the implementation of critical business systems in multiple industries and across many domains, from Operations to HR to Sales. Performed process mapping, process re-engineering, requirements elicitation and management, testing strategy development and execution, stakeholder communication and other delivery responsibilities, helping teams excel in the delivery of optimal problem-solution fit.

### Industry Experience

- Financial Services
- Software Development
- Airlines
- Aerospace
- Legal and HR
- Entertainment
- Healthcare

### Functional Expertise

- Product Management
- Agile product development
- Business and Technology Architecture
- Requirements elicitation and management
- Process Engineering
- Design Thinking
- Rapid Prototyping
- Data Warehousing, including Google Cloud Platform/ Big Query

