AUGUSTO ESPINOSA

Certified Scrum Product Owner | Certified Scrum Master

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PROFESSIONAL BACKGROUND

Mr. Espinosa has a proven track record of executing complex projects and implementing business solutions across a variety of industries and organizations. He is a creative and resourceful problem-solver who places a strong focus on building long-term, successful relationships with stakeholders to drive organizational change and project outcomes.

Augusto has experience managing and coaching multi-functional teams across a variety of methodologies including, SAFe Scaled Agile and Scrum. As a product and project management professional, he has ample experience defining scope, building requirements, managing backlogs and project plans. Mr. Espinosa excels in fast-paced environments and can break down complex problems from both business and technical points of view to ensure communication and expectations are clear and focused across all levels of management.

SELECTION OF RELEVANT EXPERIENCE

Scrum master and Agile Coach

Mr. Espinosa served as a Scrum Master for a six-person team tasked with developing, implementing, and supporting the Warehouse Management System (WMS) for various large-scale fulfilment centers. Mr. Espinosa coached the team to formally adopt the Scrum methodology and to consistently deliver value to the business in the form of new production features, enhancements, and fixes. Mr. Espinosa worked along Product Managers, Developers, and QA Testers to institute best practices around Scrum ceremonies, backlog management, story writing, and ways of working. Through this Agile transformation, Mr. Espinosa's team learned to release new functionalities and support the WMS in a more predictable and efficient manner, allowing the business to meet their internal goals. .

Project Manager

Mr. Espinosa served as a Project Manager to pilot the development and deployment of a micro-fulfilment center that leveraged an automated solution to drastically improve warehouse efficiency. Mr. Espinosa coordinated with industrial engineers, supply chain technology teams, retail operations, and third-party vendors to design and build system integrations, operational workflows, and a CI/CD pipeline. Once deployed and stabilized the new micro-fulfillment center allowed the organization to fulfil customer orders with increased speed and lower error rates, ultimately leading to the expansion of the automation concept to new markets.

Product Strategy Manager

A leading brand in the Paper Products category wanted to modify its existing offering to improve manufacturing margins while not negatively impacting consumer perceptions or usage experience. Mr. Espinosa led a series of sprints that successfully optimized the product characteristics, reducing manufacturing costs by 6% and driving over $15M in savings for the manufacturer. Mr. Espinosa worked with R&D and Consumer Insights teams to develop and test product prototypes with consumers. User experience data was used to develop robust statistical models that predicted consumer appeal across a wide range of product manufacturing parameters. Mr. Espinosa played a critical role in defining and developing the research plan, timeline, resource requirements, and budget.

Industry Experience

- CPG
- Retail / Grocery
- Medical Devices
- Financial Services
- Manufacturing
- Insurance
- Supply Chain

Functional Expertise

- Program/Project Management
- Agile Coaching
- Product Management
- Change Management
- Consumer Insights

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SELECTION OF RELEVANT EXPERIENCE

Project Manager

As an IT Project Manager for the Enterprise PMO, Mr. Espinosa executed a variety of operational and infrastructure initiatives. Many of these were critical, large-scale projects such as the RFP development and solution implementation for a national call management system, VPN firewall and network security sensor upgrades, Salesforce CRM platform implementation, and resource usage optimizations that yielded over $1.6M in operational savings. Mr. Espinosa's role across all projects required the coordination between multiple business and IT stakeholders. Mr. Espinosa carefully managed project plans, resources, budgets, and internal communications to successfully deliver against the organizational objectives. Additionally, Mr. Espinosa quickly became a valued member of the PMO by assisting with new PM training, developing more clear project reporting guidelines, and facilitating the implementation of new internal tools.

Product Strategy Manager

A market leader in the Cleaning Products category wanted to refresh its product portfolio and bring to market two new commercial innovations. The client wanted to (1) identify the brand messaging that would be most appealing to competitive brand buyers (2) validate product improvements with consumers prior to launch, and (3) forecast the sales impact of the renovation and new product interactions over a 3-year period. Mr. Espinosa worked with Product Owners to design the roadmap and research plan that would answer these questions with a high degree of statistical confidence. Augusto provided guidance in the development of prototypes and the go-to-market strategy that informed the sales forecast. Mr. Espinosa managed Agile teams to test product prototypes, analyze respondent data, and develop financial models. Despite the high complexity of the project, Mr. Espinosa and his team summarized the findings into a concise and actionable report that informed the product strategy, launch sequence, marketing support, and overall program financials.

Project Manager

Mr. Espinosa led the discovery and implementation of a new program to significantly augment resource capacity for the department's roadside service operations. Augusto effectively leveraged business intelligence data, process mapping, and vendor partnerships to develop a new operational model capable of resolving future capacity shortages and improving customer satisfaction. This initial discovery and analysis drove the development of an approved product roadmap. Augusto continuously worked with executive stakeholders, IT development teams, and operations managers to launch a regional pilot program. Mr. Espinosa coordinated and monitored pilot stage-gates involving complex operational processes and hundreds of weekly customer interactions.

Technology Expertise

- Microsoft Office 365
- Microsoft Project
- Visio
- Jira
- Smartsheet
- Tableau
- PowerBI

Methodologies

- Agile Software Development
- Scrum
- SAFe
- Design Thinking
- PMP

Deliverables

- Financial Business Case Analysis
- Functional Designs
- Demand Planning & Organization Sizing
- Executive Steering Presentations
- Budget Forecasts