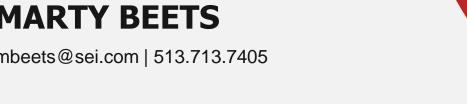# MARTY BEETS

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PROFESSIONAL BACKGROUND

Martin Beets has more than 23 years of technology, project management, product owner, software development, eCommerce, and technical leadership experience, from full-stack web development to overseeing all aspects of an information technology department. Mr. Beets has led virtual project teams made up of both onshore and offshore members and has experience leading cross-functional teams through a wide variety of IT and business projects including software deployments, software development, and hardware deployments. Mr. Beets is a creative and thoughtful problem solver who communicates effectively with both technical and non-technical team members. His wide range of professional IT and leadership experience enables him to adapt quickly to rapidly changing environments and work collaboratively in diverse groups to solve complex business problems.

SELECTION OF RELEVANT EXPERIENCE

SAFe Epic Owner, Oracle RMS Implementation for a National Grocery Chain

Mr. Beets acted as an Epic Owner in the replacement of legacy warehouse replenishment systems that integrate with more than 40 other systems to encompass the full supply chain for a national grocery chain. His areas of concentration were around item foundation data, outside customer order fulfillment, demand forecasting, and robotic warehouse order fulfillment. In the execution of his tasks, he worked with business stakeholders to define needs, translate them into requirement documentation and was then responsible for overseeing successful enhancement delivery through the development, testing (integration / UAT), deployment, and hyper care processes.

Project Manager, Travel Technology Alignment for a National Travel Company

Mr. Beets led a program of projects that standardized travel systems, processes, and procedures across the footprint of a national travel company that had recently merged with a similar-sized organization and acquired a third smaller organization. The two-year initiative included data migration to a single back-office accounting system, migration to a single Global Distribution System (GDS), standardization of front-end software for 600+ travel agents, extensive process definitions/documentation, change management, and employee training. The program achieved its goals of reducing costs and allowing for consolidated reporting by eliminating the need to maintain multiple applications that perform redundant functions.

Unified Website Platform for a National Publishing Company

Mr. Beets managed a multi-functional team tasked with converting seventy-five custom websites to a standardized architecture with the goal of streamlining management and enabling rapid rollouts of updates and new websites. Mr. Beets gathered requirements, vetted CMS vendors, conducted gap analysis, developed data models, and designed a versatile master layout that met the needs of all stakeholders. He then led a team of in-house, offshore, and vendor resources through tasks related to migrating sites to the new platform including custom development, UAT testing, and hyper care. Additionally, Mr. Beets worked with business leaders to create and deliver a product roadmap of ongoing enhancements to the platform.

Industry Expertise

- Retail
- Publishing
- Government / Non-Profit
- IT Training
- Entertainment
- Travel
- Insurance
- Automotive Services

Functional Experience

- Project Management
- Program Management
- Product Management
- Vendor Management
- Business Analysis
- Process Improvement
- Organizational Change Management
- Process Improvement

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SELECTION OF RELEVANT EXPERIENCE

Systems Integration Manager / Product Owner for a Nationally Rated Library System

Mr. Beets led the implementation of new Integrated Library Systems (ILS) software. The ILS system was used in a number of business functions including purchasing, cataloging, online and in-person check-in/check-out, and tracking periodical subscriptions. Mr. Beets served as the product owner, business analyst, developed an internal communication plan, served as the technical lead, and took the primary role in vendor management. He led a multi-functional team of diverse SMEs that compared existing workflows with software capabilities, designed new workflows, developed documentation and training materials, and coordinated training for more than 800 staff. After successful implementation, he managed the product roadmap to ensure continuous improvement via the delivery of prioritized enhancements.

Lead Project Manager, Real Estate Projects for a Regional Nonprofit Organization

Mr. Beets served as the technical lead and project manager for three simultaneous projects to build new facilities. He worked with leaders from each functional unit to gather requirements, trained each member to use the MS Project Server Web App, and developed a project schedule that included tasks from all functional units. Mr. Beets was also responsible for vendor management, internal communication, and staff training. Each of the three new buildings opened on time and the project post-mortem revealed a far higher level of coordination and a near-total elimination of problems that had plagued previous building projects that lacked centralized project management.

PCI Compliance Officer for a Government Agency

Mr. Beets served as the technical lead and PCI Compliance officer for a credit-card accepting government entity as it sought to meet PCI Security Council Standards. Mr. Beets oversaw the implementation of dual-factor authentication, more stringent password standards in the IT department, more secure vendor access into the network, better vendor monitoring, rogue access point detection, a formal change control process, external penetration scans, and other PCI-mandated improvements. Upon being certified as PCI compliant Mr. Beets commissioned a project to collect and maintain documentation of rationale and methodology for each PCI requirement that could be referred to in the event of an audit. He served as the PCI Security Officer for four years and the agency was certified as compliant each year without incident.

Project Manager for a Leading Automotive Services, Insurance, and Travel Company

Mr. Beets led a variety of business line and IT projects across three and a quarter years (more than 40 projects in total). The IT projects focused on obsolete software and hardware remediation, telephony systems consolidation and standardization, and other merger-related activities. Business line projects included implementing new travel systems software, business analytics reporting, and customer satisfaction surveying. In addition to project management, Mr. Beets' past experience allowed him to fill gaps by also serving as a business analyst as dictated by project needs. He utilized strong communication skills and effectively worked with both technical and non-technical team members to deliver projects on time with outstanding results.

Technology Expertise

- C#
- Visual Studio
- SQL
- SQL Server
- ServiceNow
- SharePoint
- Jira
- Visio
- MS Project

Certifications

- Professional Scrum Master I
- Certified SAFe Product Owner / Product Manager
- MS Executive Leadership and Organizational Change

Deliverables

- Product Roadmaps
- Executive Dashboards
- Project Summary Reports
- Program/Project Plans
- Communication Plans
- Process Diagrams
- Build vs. Buy Analysis
- Test Strategies/Plans