



Lauren Asquith

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PROFESSIONAL BACKGROUND

Lauren Asquith is a results-driven, cross-functional team leader with more than 20 years of experience in a broad range of project management, business analysis, and marketing functions. Lauren has led major digital and strategic programs from conception to conclusion for global B2B and CPG corporations, managing fast-paced, multi-stakeholder projects by collaborating with senior management, sales, marketing, IT, production and outside agencies to define and deliver projects on time while meeting business requirements. Lauren is continually recognized for exceptional project management, ability to set strategic direction and carry out tactical implementation, and strong communication skills.

RELEVANT EXPERIENCE

IT Project Manager for a Leading Automotive Services, Insurance & Travel Company

Lauren led 10 projects under the Enterprise Project Management Office across a number of portfolios including Enterprise Data & Applications, Finance, Retail Operations, Roadside Assistance, Facilities, Enterprise Architecture and Travel. Lauren focused on project management and executive communication as she held sole ownership over achievement of project deliverables, identifying requirements, developing implementation milestones, and managing the overall project plan to avoid delays. Project efforts included AI/machine learning for fraud detection, multiple Workday integrations for Finance, Travel and Retail, build out and integration of new brick-and-mortar locations onto the client network, deployment of CRM and dispatch system enhancements, enterprise-wide contract negotiations, and more. Lauren's role across these projects required her to flex from project management to resource management to business analyst depending on project needs, collaborating with both technical and non-technical team members to deliver projects on time and with outstanding results.

Client Account Lead, Project Manager and Product Owner, Rewards Program for Multinational Shipping Company

Lauren served in a triple role as the account lead, project lead and product owner while supporting her client, a multinational shipping corporation, in the launch of their new base-tier small business customer rewards program. In this role, she worked closely with client stakeholder teams to document and advise on business requirements. She defined user stories, managed and prioritized the team backlog, and collaborated with cross-functional agile teams based across the U.S and India to enable an on-time launch of the complex, personalized rewards program website. Following the website's launch, Lauren continued to write technical specifications for post-site-launch enhancements. She also worked closely with the Customer Service team to create documentation to ensure appropriate responses and instructions were provided to customers regarding the new program.

Lead Project Manager, Website Consolidation for Global Leader in Lenses

A world leader in eyeglass lenses wanted to bring five of their brand websites into the information architecture and user experience of a new U.S.-specific corporate website. They needed to deploy the new consolidated site within a 7-month period and required two weeks of stakeholder review and input for each deliverable along the way. Lauren served as the lead project manager, responsible for planning and overseeing the project lifecycle from assessment and definition through to testing and launch. To accomplish this complex project within an extremely aggressive timeline, Lauren implemented a lean, modified agile approach with teams used to working only in a waterfall model. Lauren resourced two user experience teams, four creative teams and three development teams for the project. Each team spent the second week of each iteration traveling to sit side-by-side with the stakeholders, showing them progress in real-time for review and approval. In addition, a detailed project plan combined with daily scrum meetings and bi-weekly sprint reviews ensured the team was able to continually improve and innovate, while the project stayed on-track and issues and risks were raised and addressed quickly and efficiently.

FUNCTIONAL EXPERIENCE

- Project and Program Management
- Remote team management and resourcing
- Requirements Gathering
- Project Estimation
- Vendor Selection and Management
- Agile/SCRUM
- Cybersecurity
- Change Management
- Communications

INDUSTRY EXPERIENCE

- Technology
- Government
- Nonprofit
- Insurance
- Healthcare
- Automotive
- Higher Education
- Financial Technology

CERTIFICATIONS

- SAFe 5.0 Product Owner/ Product Manager
- Professional Scrum Master I
- Professional Scrum Product Owner I

TECHNOLOGY EXPERIENCE

- ServiceNow
- Microsoft Office 365
- SharePoint
- PowerPoint
- Visio
- MS Teams, Skype
- CRM Tools