

# GABE SERRA

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## PROFESSIONAL BACKGROUND

Gabe has over 10 years of experience in B2B, consulting, and internal leadership roles. He is a proven leader in the areas of project management, business analysis, product ownership, software & business development, and cross-departmental team management. He is a strong critical thinker with a keen ability to offer creative solutions that generate actionable insights for clients; especially in fast-paced and ambiguous environments. Gabe is comfortable communicating with stakeholders at all levels of the organization to build consensus and alignment throughout the project lifecycle. His strategic and collaborative communication style and hands-on approach to project management ensures that all stakeholders have a voice and come together to successfully meet project objectives.

## SELECTION OF RELEVANT EXPERIENCE

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

Gabe 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 & supplier foundation data, outside customer order fulfillment, and demand forecasting. 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, Business & IT Projects for a National Travel Company

Gabe managed multiple business line and IT projects over 2 years (12 projects in total). Most IT projects included enterprise-wide efforts to establish processes and strategies to keep laptops, desktops, and other end-user equipment up to date and replaced at regular intervals, in alignment with industry standards for equipment lifecycles. Business line projects focused on implementing new booking software for travel agents, coordinating partnerships with external vendors to stand up new e-ticketing solutions for use across all retail locations, and efforts to replace obsolete tablets used by roadside service providers. Gabe's role across all projects required him to expand into a variety of areas including vendor management, project management, resource management, business analysis, and others depending on the needs of each project.

### Industry Experience

- Retail
- B2B Services
- Health Care
- Aerospace
- Supply Chain Management
- Travel
- Insurance
- Automotive Services

### Functional Expertise

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



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## SELECTION OF RELEVANT EXPERIENCE

### **Program/Project Manager, Process Improvement initiative for a large B2B Insurance Company**

Gabe managed a program designed to implement comprehensive project processes to enable teams within the IT organization to communicate and work together more effectively. He aligned resources from various teams to outline and plan holistic, end-to-end processes the organization could follow to deliver better project/program results. During his time there, Gabe also managed a project synchronizing a front-end claims team with a back-end data team. He coordinated with both teams to ensure communication was consistent and effective.

### **Program Manager, Service Offering Discovery & Creation for a Solution Enablement Company**

Gabe simultaneously managed 3 project teams tasked with discovering and developing new service offerings for customers. He coordinated various resources, who were often engaged in client-related activities, bringing them together and providing traction on important tasks and upcoming deadlines. Gabe created a centralized repository for each team's project plan and corresponding tasks: creating a transparent and collaborative environment for each project. Throughout his involvement in the projects, he communicated with director and C-level stakeholders to provide status reports and overviews of project roadmaps & vision.

### **Business Analyst, Systems Analysis Project for the Department of Defense**

Gabe contributed to an analysis project aimed at streamlining existing systems and processes. During the project, he researched and documented business rules/processes to identify them for use in system enhancements and future documentation. The data gathering and analysis allowed for system updates and data flow to be shared with key stakeholders. The updated architecture documentation, with system updates and design changes, ensured essential changes were captured and cascaded appropriately for use during the final phases of the systems analysis report-out.

### **Project Manager, AI/Machine Learning Recommendation Application for Radiology Service Provider**

Gabe managed a project team comprised of resources from three separate organizations tasked with planning, developing, testing and delivering a recommendation application that had never been built in this specific industry. He organized resources from the customer, sub-contractor, and internal teams to complete tasks required to build out data science/machine learning algorithms and the accompanying software application according to the customer's requirements. Throughout the project, Gabe planned and organized discovery sessions between the data science, application development, and customer development teams. He successfully led the data science and app development teams to the completion of the beta version of the software to demo for the customer. The beta version exceeded the customer's expectations such that only small tweaks to the user interface and continued refinement of the machine learning algorithms were the focal point for the remainder of the project.

### **Technology Expertise**

- Microsoft Office 365
- JIRA
- ServiceNow
- SharePoint
- Visio
- Google Suite
- Windows/Linux/macOS
- Android/iOS

### **Certifications**

- SAFe 5.0 Product Owner/Product Manager
- Lean Six Sigma – Green Belt

### **Methodologies**

- Agile Software Development
- Project Management
- Software Development Lifecycle (SDLC)
- Continuous Process Improvement

### **Deliverables**

- Program/Project Strategy & Plans
- Business & User Requirements/Stories
- Process Diagrams
- Communication Plans
- Executive Dashboards
- Testing Strategy & Plans
- Training/Development Plans

