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**Sandy Hubbard**

Summary of Qualifications

A trusted strategic thinker and innovator experienced in executing transformational initiatives for the enterprise and IoT offerings for internal/external channels. With an intellectual curiosity, this fuels my love for continuous learning and desire to organize and convey information. A proven understanding of the relationship between technical and business dependenciesand ability to translate business needs into actionable plans. Well-versed as a skilled negotiator with persuasive interpersonal skills. Propensity for analytical & technical comprehension. Capable of autonomously managing product, application and digital lifecycles. Demonstrated ability to be cursory, perceptive and capable of dealing with ambiguity. Able tobring quick resolution to challenging situations as well as building lasting relationships with team, partners and clients.  An achiever who is guided by integrity, good judgment and initiative.

[Cotiviti Healthcare](http://www.cotiviti.com/)– Dunwoody, GA

Georgia-based,public analytics softwarefirmrecognized as the leader in payment integrity to include fraud, waste and abusethat spans the payment continuum –payment accuracy for healthcare payers along with audit and recovery for retailers.

**Sr. Product Manager** (February 2014 to present)

Hired to build and transformKnowledge Management as an enterprise capability. Product Owner and technical liaison to the business stakeholders for services that enable Collaboration, Search, Metadata, Business Intelligence, Data Management and Content Management for 3,500 employees that support 5 enterprise portfolios from the resulting acquisition and merger of two firms. Currently lead a virtual, multinational team of ten technical professionals engaged in developing and delivering enterprise initiatives for performance improvements, technology transformationforapplication, mobile and digital/web technologies.

* Generate and evangelize the overall strategy, roadmap and solution portfolio to align with the strategic corporate imperatives
* Work closely with global business owners and portfolio managers to understand and translaterequirement definition, then develop user stories and mockups to create balanced, yet compelling experience strategies
* Oversee delivery management efforts – iterative development, QA & UAT testing, risk and issue management, change control and overall execution
* Responsible for governing implementations as the Product Owner role for all Agile ceremonies – sprint planning, user stories, backlog management, project leadership and roll-up reporting (adoption/KPI/maturity/ROI) to stakeholders
* Accountable for enterprise-wide knowledge transfer, training, onboarding & communication efforts upon rollout of new programs and tools while ensuring change readiness and success criteria are realized & conveyed and finally aligning resources to achieve sustained adoption.

**Achievements**

* Responsible for the successful IT-led consolidation of 13 siloed information applications/tools to standardize enterprise system of record technologies – an immediate need for combining two organization’s data. This resulted in the selection and configuration of an index and metadata management application and an enterprise analytics, dashboards and ad hoc query tool. As part of this improvement, the need for information governance was defined and realized for our security and fraud teams as this tool uncovered an unintended benefit with respect to PHI data and subsequent gaps with permissions and access management to that data, which were resolved.
* Managed the parallel and end-to-end migration of SharePoint within two disparate environments – from SP2010, to SP2013 and then unifying both environments to one single, cloud-based platform of Office 365. The consolidation of these two environments, its content which exceeded 4TB of data and two server farms was a result of a merger between two organizations.
* Led the corporate rebranding campaign that included new content, responsive design for mobile devices, integration/SSO capabilities and a comprehensive brand-identity package for client-facing applications.
* Championed the initial plan, research and POC that led to the Agile Transformation efforts within the SDLC and ADLC environments within IT. This has now been adopted company-wide.
* Provided substantive input into the selection, design and implementation of Saleforce.com for sales operations.
* Developed and launched the inaugural Center of Excellence, primarily focused on Business Analysts; expanded this to encompass the global COE for Agile Transformation.
* Spearheaded the origination of a Release Management program, which established the process of data creation and dissemination of artifacts containingrelease information that was previously unavailable for end-use and client consumption. This process change has led to an increase in user awareness and relevancy, unified the data so it is succinct with the production release and improved knowledge transfer.

[Coveo Software](http://www.coveo.com) – Sandy Springs, GA (remote)

Launched in 2006, Coveo is a private company based in Quebec City, Canada and a leader in enterprise search and knowledge managementthat makescompanies more relevant & responsive to their customers with context-aware technology.

**Director of Product Strategy**(May 2013 to January 2014)

Enabled theincubation, adoption and execution of a new web and digital product approach aligned to the redefinition and positioning of business services to promote end-to-end experiences for clients. I worked closely with the CEO to ensure leadership alliance, understand organizational impacts and to develop appropriate Go-To-Market strategies. Responsibilitiesincluded defining business objectives, showcasing conceptualized ideation, developinga transformational,persona-based approach, evergreen implementation planning, communication strategy, as well as developing success criteria for ROI and adoption.

**Achievements**

* Spearheaded and implemented a Customer Success program to include development of policy creation, workflow and program deliverables.
* Conceived and developed plan to evergreen Coveo’s corporate website with persona-based navigation, complete content refresh, as well as subsequent monthly iterations. This was the transformation of product positioning, content messaging and product roadmaps for five solutions.
* Developed a knowledge management launch strategy, roadmap, and solution portfolio including print – datasheets, technical presentations, eBooks, win snapshots and case studies; web marketing, public relations & event marketing. These services we utilized to better onboard employees and partners.
* Launched a Partner program with content, processes and portal development.

[AirWatch](http://www.air-watch.com) – Atlanta, GA

Part of the VMware companies& based in Atlanta, AirWatch is the leader in enterprise-grade Mobile Device Management, Mobile Application Management and Mobile Content Management solutions delivered by SaaS, On-Premise or Appliance.

**Enterprise Product Manager**(Promotion, June 2012 to May 2013)

As a trusted advisor to the founder and CEO of the company, the dexterity of my roleencompassed the facilitation of strategy development, build vs. buy analysis, systems integration, as well as enable knowledge sharing and collaboration through the development of new innovative solutions to support end-to-end digital experiences.

**Achievements**

* Developed a multi-channel platform to serve employees, clients and partners to promote a culture of real-time interaction, enrich social engagement – user experience and satisfaction and reward brand loyalty. This was accomplished by investigating, selecting and implementing an end-to-end technology platform, develop integration points and serve up an end-to-end client’s view service desk ticketing/resolution, account dashboard, e-learning and gamification.
* Responsible for the establishment and direction of the global training and onboarding initiatives, as well as the planning, policy implementation & oversight of the corporate knowledge program.

**Product Manager** (September 2011 to June 2012)

Responsible for establishing the strategy, roadmap and all product life cycle functions for the iOS/Android Application Management portfolio and developing key interoperability of SDK framework and developing the policy management layer for App Wrapping. The development of these services allowed our clients to easily configure internal apps for operations such as security, network connectivity – Wi-Fi, single sign-on, as well as utilization analytics.

**Achievements**

* Successfully launched the MAM program resulting in a significant value stream
* Served as leader of the product design and management team for MAM
* Developed positioning and training material for this solution and delivered training to employees & partners

[DigitalStakeout](http://www.digitalstakeout.com)– Johns Creek, GA

An entrepreneurial firm developing first-to-market Information Security solutions that enable malware detection and threat intelligence to measure and mitigate cyber risks, provide IP assurance and achieve security posture management.

**Product Manager**(September 2007 to September 2011)

As a client-facing practitioner my business acumen was utilized to alignourcyber security and intelligence capabilitiesto the needs of our telecommunications clients. Became theSubject Matter Expert (SME) for our cloud-based, physical/digital risk and threat detection applications.

**Achievements**

* Spearheaded the development and implementation of channel and partner programs
* Developed the implementation of appropriate security plans, architecture design, as well as testing and incident response procedures
* Created and led knowledge transfer training with clients which resulted in uncovering a reporting need for a client. Collaborated with development to create this functionality, which not only increased reoccurring revenue, but also became a standard feature

Disciplines

**Functional Competencies:** Agile Methodology; Rally/CA; Zendesk; SharePoint; Coveo; Nintex; Metalogix; Salesforce; Eloqua; Marketo; Tableau, WebTrends, Google Analytics; Sitecore; Team Foundation Server (TFS), Confluence, JIRA, Bamboo, Balsalmiq; ServiceNow; Microsoft Project, PowerPoint, Visio & Visual Studio; Adobe Market Cloud; SIEM; COBIT, NIST, ITIL; PCI DSS, PHI, HIPAA

**Enterprise & Integration:** Collaboration & Content Repositories, BI & Analytics, Big Data, IoT, API & SDK, Directory Services, Email Infrastructure/Containerization, Corporate Networks, Certificates & PKI

Education

Bachelor of Science in Business Management

[Athens State University](http://www.athens.edu/) – Athens, Alabama

* June 1995
* Cum Laude