**Robert Sellers**

Senior Data Governance Manager & Strategist

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Program Manager with 15+ years of experience leading cross-functional teams to deliver strategic program roadmaps and operational excellence. Proven track record of aligning program execution with business goals, driving continuous improvement, and managing complex, multi-phase projects in dynamic environments. Skilled in mitigating risks, optimizing processes, and ensuring compliance with regulatory standards. Adept at utilizing Agile/SAFe methodologies to deliver high-impact results, streamline workflows, and foster collaboration across departments. Consistently delivers measurable improvements in project delivery, risk management, and business outcomes through transformational program leadership.

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| Program Management:*Change Management* *Cross-functional Leadership*  * ***Roadmap Execution*** * ***Stakeholder Alignment*** * ***Program Lifecycle Management*** * ***Risk and Dependency Management*** * ***Project Prioritization***  Security, Compliance & Risk Management  * ***Regulatory Compliance*** * ***Risk Mitigation*** * ***Data Security Policies*** * ***Audit Readiness*** * ***Governance Models*** * ***CI/CD Pipeline Security*** * ***Vulnerability Management*** | Strategy & Operations:  * ***Strategic Alignment*** * ***Operational Efficiency*** * ***Business Outcome Optimization*** * ***Performance Metrics*** * ***Resource Allocation*** * ***Knowledge Management*** * ***Cross-functional Collaboration***  Process Improvement & Innovation:SAFe, Agile, Kanban Methodologies*Continuous Improvement**Process Optimization**Lean Management**Automation and Innovation**Best Practices Implementation*  * ***Transformation Management*** |

###### Sr. Product Manager -Cloud Enablement Federal Reserve Bank of SF (12L) October 2022 – July 2024

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| *"Leading data management modernization and governance initiatives through strategic program execution and cross-functional collaboration."* | * **Program Leadership and Strategic Alignment:** Collaborated with national product management teams on the development of enterprise-wide data governance programs. Developed and executed local program roadmaps to support financial tracking, banking supervision, and regulatory compliance initiatives, ensuring alignment with Federal Reserve objectives. * **Cross-functional Collaboration:** Led cross-functional teams, including product management, engineering, and compliance, to design and implement secure information systems. Partnered with executive leadership to ensure that data architectures met evolving governance standards and business needs. * **Full Lifecycle Program Management:** Managed the complete lifecycle of strategic programs, from initial concept through to delivery, focusing on efficiency, compliance, and security. Prioritized initiatives, managed dependencies, and delivered successful program outcomes * **Security and Compliance Management:** Served as the Principal ADAC Security Champion, ensuring all product developments adhered to best practices for CI/CD pipeline certifications and safeguarding sensitive data. Led efforts to ensure compliance with both internal security policies and external regulatory standards. * **Process Improvement and Risk Mitigation:** Spearheaded governance-driven process improvements that streamlined data management workflows, reduced risks, and ensured the secure handling of sensitive financial data. Managed risk mitigation strategies to protect the integrity of data across multiple domains. |

###### Program Manager – Cash Product Office Federal Reserve Bank of SF (12L) June 2021 – October 2022

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| *"Driving enterprise-wide strategic program execution and operational efficiency through cross-functional collaboration and governance."* | * **Program Roadmap and Execution:** Developed and managed a comprehensive program roadmap to streamline the implementation of the Federal Reserve’s enterprise data governance initiatives. Led cross-functional teams through all phases of planning, development, and execution, ensuring alignment with organizational goals. * **Cross-functional Team Leadership**: Partnered with product management, engineering, and external vendors to deliver key program milestones. Facilitated cross-organizational collaboration to overcome project roadblocks and ensure timely delivery of program objectives. * **Vendor and Stakeholder Management**: Led vendor governance initiatives, managing relationships with IIOT vendors and ensuring seamless integration of classified sensor technologies. Oversaw RFP/RFI processes and maintained alignment between vendor outputs and project goals. * **Risk and Compliance Management**: Directed risk mitigation strategies to ensure full compliance with Federal Reserve data governance, security, and regulatory standards. Developed and executed governance models that facilitated real-time data transfer and improved program efficiency. Developed governance models that facilitated **real-time data transfer**, reducing system downtime by **25%** and improving program efficiency. * **Optimization**: **Strategic Program Alignment:** Spearheaded change management initiatives across multi-phase, complex projects to ensure alignment with organizational goals and regulatory standards. Collaborated with stakeholders to define project scopes, objectives, and deliverables while addressing evolving business needs. |

###### Data Architect – Regulatory Reporting Wells Fargo May 2020 – November 2020

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| *Data Lineage Management* | * **Lead Data Architect:** spearheaded the development of a comprehensive data lineage framework, ensuring compliance with regulatory standards and enhancing transparency across the enterprise. |

###### Program Manager – Knowledge Portal KLA-Tencor July 2019 – May 2020

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| *“Driving innovation in knowledge management through AI integration and cross-functional collaboration."* | * **AI-Driven Knowledge Management:** Led the design, development, and implementation of an AI-powered knowledge management platform. Managed the end-to-end program roadmap to align with global innovation strategies and support objectives, delivering enhanced decision-making tools across the organization. * **Cross-functional Program Leadership:** Partnered with product management, engineering, and global teams to define knowledge sharing requirements, streamline incident management processes, and ensure the successful delivery of program milestones. Navigated cross-functional dependencies to ensure on-time execution. * **Compliance and Data Security:** Oversaw the development of platform architecture, ensuring the system was scalable, secure, and compliant with industry data governance standards. Maintained alignment between platform enhancements and organizational compliance goals. * **Knowledge Sharing and Process Optimization:** Implemented best practices for knowledge capture and curation across global support teams, driving continuous learning and collaboration. Facilitated ongoing improvements to knowledge-sharing workflows, resulting in more efficient and effective content delivery. * **Program Deliverables and Documentation:** Managed key deliverables, including business requirements documents, knowledge management models, and technical specifications. Ensured clear communication of project goals, milestones, and progress to stakeholders. * **Technical Leadership:** Provided technical leadership in the creation of data models, taxonomies, and platform structure to optimize knowledge storage, retrieval, and sharing capabilities. |

###### Program Manager - Data Governance Silicon Valley Bank October 2018 – January 2019

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| *"Driving enterprise-wide data governance transformation and efficient data integration strategies."* | * **Data Governance and Standardization:** Partnered with the Chief Data Officer (CDO) to lead the design and implementation of an enterprise-wide data governance framework. Developed and enforced policies to ensure data quality, integrity, and regulatory compliance across the organization. * **Program Management and Data Modernization:** Directed data transformation initiatives to standardize key data elements, ensuring consistency in data definitions and usage across multiple systems. Delivered a comprehensive data roadmap that aligned transformation efforts with business objectives. * **Cross-functional Collaboration and Customer Data Strategy:** Worked with cross-functional teams to develop a unified Customer Master Data Dictionary and Records Management Taxonomy. Streamlined data exchange and integration efforts to improve collaboration and drive seamless data flow between departments. * **Omnichannel Data Integration:** Refined the Client Master model to enable omnichannel strategies, which enhanced customer experience through personalized, data-driven interactions. Oversaw the program's end-to-end data integration efforts, ensuring that client interactions were consistent across channels. * **Data Lake Governance and Automation:** Designed and governed the Loan and Deposit Data Lake, ensuring secure and efficient multi-source data integration. Led the implementation of CI/CD pipelines to accelerate development and improve time-to-market, all while adhering to stringent data governance standards. |

###### EIT Strategy & Data Governance Wells Fargo, San Francisco CA May 2016 - October 2018

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| *"Crafting forward-thinking IT strategies rooted in robust data governance to enhance operational efficiency and regulatory alignment."* | * **Enterprise Data Governance:** Developed and executed a comprehensive data governance strategy aligned with business objectives, ensuring data quality, integrity, and regulatory compliance across all lines of business. * **IT Strategy & Governance Alignment:** Directed annual CIO strategy plans for seven business lines, prioritizing data governance enhancements such as data cataloging, metadata management, and data lineage. * **Enterprise Architecture Transformation:** Led the development of a data-driven Enterprise Architecture (EA) target operating model, aligning IT investments with strategic priorities and incorporating IT4IT principles for improved portfolio management. * **IT Service Management (ITSM):** Implemented a centralized ITSM catalog, standardizing service delivery, optimizing resource use, and increasing transparency in IT operations.      * **Data-Driven Decision Making:** Promoted a culture of data-driven decision-making by fostering the use of data analytics and insights, enhancing continuous improvement across the organization. * **Knowledge Management Integration:** Threaded knowledge management principles throughout strategy development, ensuring the effective capture, governance, and utilization of data to support organizational knowledge-sharing and collaboration initiatives. |
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**Program Architect – KM Portal CSAA Insurance, Walnut Creek, CA October 2015 – May 2016**

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| *"Architecting Knowledge, Governing Data"* | * **Data Governance & EKM Implementation:** Led the establishment of a comprehensive Enterprise Knowledge Management system, incorporating robust data governance frameworks, metadata management, and standardized processes to ensure data quality, accessibility, and compliance**.** * **Data Leadership & Collaboration:** Defined data ownership, stewardship, and accountability models, fostering a data-driven culture and collaboration across the organization. * **Technical Expertise:** Successfully executed a large-scale content migration, implementing taxonomies, metadata schemas, and logical designs, ensuring a seamless transition while maintaining data integrity. |

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| ***IT System Auditor*** | **Wells Fargo** | ***2015*** |
| ***Director – FinTech Sector*** | **PricewaterhouseCoopers** | ***2013 -2014*** |
| ***Consulting - Principal Enterprise Architect*** | **Wells Fargo Bank** | ***2011 – 2013*** |
| ***Specialist Leader – Strat-Ops FinTech*** | **Deloitte Consulting** | ***2008 – 2011*** |
| ***Principal / CIO*** | **Workflow Solutions Inc.** | ***2002 – 2008*** |
| ***Senior Manager – Enterprise Portals*** | **PricewaterhouseCoopers** | ***1999 – 2002*** |
| ***Senior Technical Architect*** | **IBM Interactive Media** | ***1997 – 1999*** |
| ***Chief Data Architect*** | **Universal Data Consultants** | ***1993 – 1997*** |

###### Adjunct Professor – Digital Literacy Cañada College May 2018 – June 2021

# Patents Awarded

* US 10,884,981 B1 Tagging Tool for Managing Data (Jan. 05, 2022)
* US 11,526,935 B1 Facilitating Audit Related Activities (Dec. 13, 2022)
* US 11,789,903 B1 Tagging Tool for Managing Data (Oct. 17, 2023)
* US 11,823,262 B1 Facilitating Audit Related Activities (Nov. 21, 2023)

# Education

##### Oglethorpe University, Atlanta:

##### Bachelor of Art in Business Administration

##### *Minor:* Behavioral Psychology

# Training/Certifications

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| **Scaled Agile Framework (SAFe)**   * Leading SAFe 6.0 (2024) * SAFe for Product Owner/Product Manager (2024) * SAFe 5 Practitioner (2021) * Scaled Agile - SCRUM Master (2024)   **IT Governance & Management**   * COBIT 5 (2017) * ITIL, IT4IT Foundations (2017) * Program Management Level III (2013) * TOGAF (2009) | **Security & Compliance**   * Fed Info Security Management Act (FISMA) (2023) * FedRAMP (2023) * Fed Reserve System - Security Champion Cert (2021)   **Additional Training**   * Fusion Strategy Methodology (2012) * Executive Communications (2011) * Program Manager Training (2010) |

## Professional Affiliations

* Member, Scaled Agile Framework (SAFe)
* Member, Project Management Institute (PMI)
* Member, Institute of Electrical and Electronic Engineers (IEEE)
* Member, Information Systems Audit and Controls Association (ISACA)
* Member, Data Management Association (DAMA)