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## WORK EXPERIENCE

**Software Management Consultants, Inc.**

2019 - 2020

Technical Product Owner - Windsor Fashions, eCommerce &amp; Digital Systems

- Helped lead the eCommerce re-platform initiative to Shopify Plus by partnering with multiple vendors and 10+ internal teams.
- Managed Windsor Fashions (www.windsorstore.com) digital operations to grow annual sales by 50% to over 60 million dollars.
- Managed 15+ external vendors, and digital agencies to deliver enhancements for eCommerce and other Windsor digital systems.
- Ramped up an onshore & offshore development team of 7 people to take ownership of the eCommerce (Shopify) platform.
- Led the knowledge transition between Windsor's external development agency and Windsor's internal development team - which included Shopify Plus and 20+ microservices responsible for inventory, products, digital merchandising, warehouse & order management, finance, accounting and reporting.
- Identified business needs and technical requirements to deliver new features and resolve production or operational issues.

**Best Buy Connectivity & Digital Content**

2012-2018

Technical Product Owner - Mobile Sales &amp; Activations

- Helped lead the technical implementation of Best Buy Mobile Technology strategy for retail sales & activations.
- Delivered an omni-channel, activation & sales platform that was deployed across 1000+ retail stores.
- Worked closely with multiple, cross-functional teams to develop capabilities to grow mobile annual profit to over \$560MM.
- Led the product discovery, requirements & software design efforts to re-platform to a cloud-based, microservices infrastructure.
- Managed product delivery across 8 development teams to build standardized frameworks for common, cross-cutting concerns.
- Became the technical product owner for infrastructure & security enhancements, revenue assurance, and analytics.
- Scoped out delivery efforts, and gathered data required to perform return on investment, cost/benefit analysis.

**UnitedHealthcare Medicare & Retirement**

2009-2012

Senior Business Analyst - Online Marketing Sales &amp; Acquisitions

- Helped lead multiple online marketing projects focused on increasing sales and consumer acquisitions for their consumer websites: AARPMedicarePlans.com and UHCMedicareSolutions.com.
- Led online marketing projects focused on supporting the needs of field sales (insurance agents / brokers) during annual enrollment.
- Partnered with 9 external vendors, 8 internal teams, legal and privacy stakeholders to deliver these projects:
  - Campaign tracking of all sales outcomes (leads/apps) from the web, telesales, and insurance (field) agents.
  - Delivered customizable landing page system with A/B optimization testing.
  - Medicare Recommendation Engine to suggest the best plans based on individual consumer preferences.
  - Online Search optimization efforts – including SEO and SEM (paid search, display & retargeting ads).
  - Live Chat with CRM integration, online RSVP for consumers interested in meeting with an insurance agent.
  - MedicareMadeClear.com + YouTube channel creation to educate consumers about their Medicare options.

**OptumHealth Behavior & Mental Health**

2009-2009

Financial Portfolio Manager - IT Administrative Systems

- Led the budget and forecasting for the PMO for over 50 projects and across 12 IT teams.
- Reviewed delivery progress and budget spend to proactively identify IT budget short falls

**Green Spring Design**

2007-2010

Software Developer

- Full-stack software developer, with expertise in front-end technologies like Ruby on Rails, Javascript, SQL, Nginx and AWS.
- Used test-driven development practices, with automated deployments with: RSpec, Cucumber, and Chef.
- Developed web applications for small to medium-size businesses, ranging from ecommerce to custom web applications.

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## PROFESSIONAL SKILLS

- Experience running Agile software delivery models (Scrum) to consistently deliver working software that provides value to the business.
- Preparing user stories, UX designs, software designs and other key deliverables for software development - such as: customer journey maps, wireframe mockups, architecture diagrams, solution blueprints, sequence diagrams, use cases, API specifications, data mappings and more.
- Well-versed in SDLC and project management tools, like: Axure, Visio, JIRA, Confluence, and Git.
- Experience with software development practices and software technologies, including: data modeling, API design, Microservice design and implementation in many programming languages such as: .Net, NodeJS, Ruby, Angular, React, Python, MySQL, Cassandra, and cloud-technology stacks including Amazon Web Services, Azure and, Heroku.

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## EDUCATION

**University of Minnesota, Twin Cities**

2006 - 2008

Bachelor's of Science - Computer Science