

# SENIOR LEADER

Street Address  
Stamford, CT 06907

[www.linkedin.com/in/seniorleader](http://www.linkedin.com/in/seniorleader)

M: 203-867-5309  
[seniorleader2020@getajob.com](mailto:seniorleader2020@getajob.com)

## Collaborative Technology Leader, Business Partner, and Trusted Advisor

### SUMMARY

#### **Accomplished technology professional specializing in Agile transformations and IT Business Relationship Management.**

Extensive experience enabling Agile at all levels of the organization including development teams, product owners, and C-Suite. A proven leader who excels at building high-performing Agile teams passionately aligned around delivering customer value and delivering business results. A deep history of aligning IT strategy to business strategy, leveraging technology to generate business opportunities, and enabling enterprises to achieve Agile at scale. Industry experience includes Online Travel, Manufacturing, Direct Selling, Commercial Banking, and Equipment Leasing.

Seeking to apply solution delivery expertise and strategic thinking to improve value delivery ranging from start-ups to large enterprises.

- **Speed to Market** – Increased a global enterprise's go-to-market ability by leading the adoption of agile practices and continuous improvement. The initiative increased the number of product releases to major global markets each year from 4 to 20 which increased the enterprise's competitiveness and ability to rapidly adapt to business challenges.
- **Cross-Functional Leadership** – Created a cross-functional culture of collaboration, accountability, and responsibility that improved Net Promoter Score from 45 to 55.
- **High Performing Teams** - Build, lead, and mentor high-performing global teams, focused on customer service excellence; deliver consistent service and value through minimal resource turnover (less than 3%).
- **Cost-Effectiveness** – Reduced application development costs by \$200,000 annually through innovative sourcing strategies leveraging third-party vendors and remote teams. Cost savings used to fund high-value return projects.

### SKILLS AND COMPETENCIES

**Converged Business/IT Strategy and Architecture • Tactical Execution Leadership • Global Program/Project Management**  
**Digital Solutions Development • B2C, B2B and Enterprise Applications • Mobile Applications • Scaled Agile/Scrum**  
**IT Business Relationship Management • Team Build/Lead/Mentor • Change Management • Lean IT/Continuous Improvement**  
**Vendor/Sourcing Management • IT Budget Management • Agile Center of Excellence • Process Improvement**  
**Application Portfolio Management/Governance • Data Privacy Law and Cybersecurity Compliance and Audit**

### PROFESSIONAL EXPERIENCE

**Woodbrook Consulting, Stamford, CT**  
**Principal Consultant**

**April 2020 to Present**

Consulting firm specializing in transforming the way organizations develop and deliver products and services to customers. Enable small, medium, and large enterprises to optimize customer value delivery and significantly improve their speed to market.

**Fareportal, Inc., New York, NY**

**2019 to March 2020**

\$6 billion online travel agency, brands include CheapOair and OneTravel.

#### ***Sr. Director – Head of EPMO***

Report to CIO and member of CEO Squad; direct 5 internal resources.

- Established an Agile Center of Excellence to accelerate value delivery, standardize Scrum Framework adoption, establish team productivity metrics, and improve dependency management amongst teams. Process improvements will enable the organization to move to a Scaled Agile Framework and reduce development costs by \$300,000.
- Established a Portfolio Management process that improved NPS and Customer Satisfaction by 20%. Improved the ROI of product engineering spend by introducing an intake process that prioritized delivering customer value and allocating resources to high-value activity.

- Created a Program Management Office that significantly improved on-time delivery of strategic programs from 1 successful initiative to 8 per year. Created the PMO from square one recruiting top talent, establishing standard processes, and improving stakeholder reporting.

**Avon Products, Inc., New York, NY**

**1994 to 2019**

\$5.7 billion global manufacturer and direct seller of beauty, personal care, and household products, through 6 million representatives.

***Director - Digital Solutions Development and Delivery (2011 to Feb 2019)***

Report to VP Enterprise Applications; direct 70+ internal/external and matrix resources, web assets generating \$4.5 billion annual revenue, and \$4.5 million budget. Advanced to enable business growth by leading digital transformations to drive business growth, increase competitiveness, and enhance customer relationships. Lead global B2C, B2B, and Digital Business initiatives.

- Enhanced enterprise ability to pivot with market changes and aligned business model by introducing and sponsoring the adoption of the Agile Framework and change management to transform organizational capabilities, using online analytics and fact-based analysis; improved customer online buying experience and enabled Avon to cross/upsell and contain costs, product releases to major global markets increased from 4 to 20 releases per year
- Maximized digital spend effectiveness, in collaboration with business and digital leads, by establishing governance program and portfolio management, aligning the cross-functional digital and global business team to determine the direction of e-Commerce/digital portfolio program investments, while leveraging existing/resources and managing risk, governance increased global feature development from \$2 million to \$8 million annually
- Established Omni-Channel ordering capabilities, enabling marketing representatives to complete sales anytime and anywhere; benefits included:
  - Increased profitability in specific overseas markets by 5%
  - Opened new global sales channels in European markets increasing profits by 8%
  - Enabled penetration of new markets dominated by specific technologies (e.g. mobile) increasing customer orders up to 10% in Central Europe
- Improved IT customer satisfaction and experience by transforming IT mindset to systems thinking; matrix managed cross-functional teams in business, IT, QA and release management to build features using the Agile Framework and push to new capabilities and functionalities to field, in addition to periodic releases.

***Senior Program Manager - Digital Solutions (2007 to 2011)***

Managed e-Commerce and web applications and 120+ resources; supported global B2B and B2C applications for 65+ global markets. Tasked with reversing underperforming four-year project with \$42 million total budget. Managed program P&L

- Rescued program and improved delivery of four markets in two years to 66 markets in the remaining two years of the program
  - Generated \$25 million incremental revenue without additional project spend, by implementing project cost management to self-funded new application features; influenced Steering Committee to improve program revenue growth
  - Delivered key revenue initiative three months ahead of schedule and millions of dollars under budget by creating and leading a global team which accelerated the delivery process
- Achieved \$1+ million savings and reduced development time 20% by introducing process improvements
- Accelerated program benefit realization by 20% and increased online presence, by influencing Executive Steering Committee concerning program spend and priorities; standardized all global regions to online digital to enhance the customer experience
- Ensured delivery met global market needs, by collaborating and negotiating with General Managers and Sales Directors and developing a trusted partnership with the business community, improving governance and spending effectiveness
- Built global culture of collaboration by assembling and leading enterprise matrix team to deliver program; built sponsorship with regional leaders for resources and alignment with a delivery schedule

***Manager IT – US e-Commerce (2004 to 2007)***

Assigned to build a relationship with e-Commerce group using independent vendor solution outside of IT; managed e-Commerce and web applications with a team of 20+ internal/external resources and \$2 million budget, to deploy B2B and B2C applications.

- Increased B2C business revenue by \$15 million by negotiating prioritization and business value delivery with US Online Division President; aligned business/IT strategies and management
- Generated annual incremental revenue of \$10 million, in collaboration with e-Commerce business partners, creating B2B2C site enhancing US Representative online presence and improving corporate ability to manage and service customers
- Managed program budget, including full decision making for all-new initiative investments and asset procurement

***Senior Project Manager – US Application Development Marketing and Sales Systems (2000 to 2004)***

***Project Manager – HRIS and Payroll (1996 to 2000)***

***Project Lead – Finance Systems (1994 to 1996)***

**Earlier Career**

**1982 to 1994**

I began my career as a Programmer with Barclays Bank in NYC and later with Software Design Associates in Norwalk, CT. Joined Citicorp in Harrison, NY as Project Lead – Leasing Systems and subsequently moved to Nestlé Foods in Purchase, NY as Project Lead – Marketing Systems. Advanced to Program/Project Manager – Global Leasing Systems with IBM in Stamford, CT.

## **Fairfield University**

**(Fall 2017 – Present)**

**Adjunct Professor** - Information Systems and Operations Management, Dolan School of Business

## **Volunteer Experience**

- Member of Connecticut Institute for Refugees and Immigrants Pro Bono Attorney Network providing legal services to immigrants and refugees in Connecticut.
- Developed a strategic plan and program management framework for The Providence Fund a non-profit organization that improves social outcomes through community-owned solutions.

## **EDUCATION**

**Graduate Certificate, Data Privacy Law and Cyber Security**, Seton Hall University School of Law

**Juris Doctor**, Quinnipiac University School of Law, Hamden, CT

**Master of Business Administration, International Business and Finance**, Pace University, White Plains, NY

**Bachelor of Science, Management Information Systems**, Quinnipiac College, Hamden, CT

## **CERTIFICATIONS AND TRAINING**

**PMP**, Project Management Professional

**CSM**, Certified Scrum Master

**CSPO**, Certified Scrum Product Owner

**CAL**, Certified Agile Leadership

## **AWARDS**

**CEO Culture Survey Action Team**

**2014**

**Chairman's Award**

**2010**

**CIO Leadership Award**

**2009**

## **TECHNOLOGY SKILLS**

JIRA, Confluence, Clarity PPM, Omniture Site Catalyst, Oracle RDBMS, Service-Oriented Architecture (SOA),  
Azure DevOps (ADO), MS Office, MS Visio, MS Project, SAFe, LeSS