

Senior Web / Project Leader

Technically sophisticated and result-driven professional with extensive experience in driving complex technical programs, managing development teams, leading projects from conception to launch, and providing exceptional user experiences through cutting-edge technologies.

Adept at building and guiding teams through entire project lifecycle, budget management, and driving cost saving initiatives. Experienced in implementing scrum methodologies to accelerate productivity, developing technical roadmaps, and spearheading multiple internal IT initiatives. Instrumental in delivering high-quality projects on time and within budget, building strong relationships across diverse domains/organizations, and utilizing latest technologies to create value for marketing/IT initiatives. Equipped with strong interpersonal, problem-solving, collaborative, strategic decision making, and communication skills.

Areas of Expertise

- Technical Project/Program Mgmt
- Strategic Planning & Execution
- Vendor & Stakeholder Relations
- Content Management Systems
- User Experience & Engagement
- Competitive Analysis
- Program Strategy
- Requirements Definition
- Agile Methodologies
- Web Management
- Software & System Integration
- Roadmap Definition
- Cross-functional Collaboration
- Scrum Team Management
- Process Automation

Accomplishments

- Achieved 25% increase in sprint velocity by implementing Scrum Methodology techniques within Renesas.com group.
- Led PMO for HP's Marketing IT Org, managing, improving and maintaining a portfolio of 20+ internal business focused applications, as well as addressing new functional demands from global marketing group.
- Evaluated multiple CDN/Security providers resulting in a greenlight to migrate, realizing an annual savings of over \$200K with improved service from new vendor.
- Collaboratively designed and executed technical aspects of HP/Kiva.org partnership initiative which established the template that Kiva.org would use for subsequent corporate partnerships.
- Directed various in-house IT initiatives, such as oversight of Marketing Portfolio split during HP corporate separation, acquisition of Samsung print division, and facilitated multiple infrastructure transitions to cloud for added cost savings.
- Spearheaded global revamp of NETGEAR's web presence, including overseeing development and execution of web analytics strategy aimed at gaining valuable customer insights.
- Reduced expenses through acquisition of offshore partner for development and maintenance of corporate sites for both NETGEAR and Renesas.

Career Experience

Renesas Electronics America Inc, San Jose, CA

2021 – Present

Sr. Manager Web Program & Project Management

Grow and lead Engineering, QA, and DevOps capacity for Renesas.com web program, collaborate and develop high-quality site features on Renesas.com based on Drupal content management system, build partnerships with partner/vendors, and manage procurement of various SaaS tools as well as handle budget for team of twelve resources specialized in front-end and back-end development. Implement sprint planning sessions with stakeholders, sprint retrospectives, and estimation of stories. Oversee integration of web-specific necessities for recently acquired Dialog Semiconductor.

- Introduced agile scrum methodologies that saw a 25% increase in velocity, streamlining operations within web development team towards delivery of high-quality site experience, functioning as Scrum Master.
- Evaluated multiple CDN/security vendors to enhance organization's technical solutions and cost effectiveness by providing recommendations resulting in IT cost savings of 30% along with improved customer experience.
- Rescued at-risk site redesign project by sourcing new provider and oversaw important back-end infrastructure upgrade from Drupal 8 to 9.

- Implemented automated enhancements to assist in management of Jira backlog aimed at increasing efficiency and streamlining workflow.
- Employed detailed interviewing process and strategic resource allocation to assist in developing team's QA and DevOps proficiencies while enhancing performance of team.
- Collaborated with external agencies around site performance, accessibility and searchability to ensure an optimized, compliant and performant user experience.
- Achieved cost savings of 20–30% on dev resources by shifting to outsourced model.

HP Inc. Palo Alto, CA

2013 – 2021

Sr. Manager Marketing IT Product & Program Management/PMO

Managed HP Marketing IT department's PMO capabilities in areas such as project management and IT product development for successful project and product delivery. Utilized both onshore and offshore resources and development techniques for numerous projects starting from initial website design to complete application development and launch. Achieved successful partition of Hewlett-Packard into two distinct independent entities resulting in division of many internal systems by collaborating with different marketing and IT departmental groups over span of a years time. Assisted in spearheading Marketing IT effort related to acquisition of Samsung Printer Division by HP.

- Led PMO for a collection of 20+ internally focused applications, as well as addressing new functional demands from global marketing group.
- Headed global team of project managers and developers for ensuring delivery of project within designated timeline and budget by executing innovative projects within IT marketing portfolio.
- Served as liaison between global marketing team and the HP IT department for conveying marketing requirements to IT, and exchanged perspectives for both IT and Marketing with executive management.
- Incorporated range of proprietary business systems into IT infrastructure, emerging support procedures and service level agreements (SLAs) to enhance system performance and improve customer satisfaction.
- Conducted thorough analysis of Samsung's systems and platforms to gather business requirements/needs for migration to HP by collaborating with Samsung Marketing and IT teams in Seoul, South Korea.

Additional Experience

Global Web Manager, Netgear, Inc. San Jose, CA

Senior Production Manager/Web Producer, HP/Palm, Inc. Sunnyvale, CA

Web and Print Designer, Diamond Multimedia/S3 Inc, San Jose, CA

Technical Proficiencies

Program Management, Project Management, Scrum, HTML, XHTML, CSS, XML, JavaScript, Adobe Creative Suite, CMS, SDL Tridion, Interwoven TeamSite, Adobe AEM, Drupal, WordPress, Microsoft Office Suite, Adobe Analytics, Google Analytics, Google Workspace, Google Docs, Jira, Confluence, UI/UX,

Education

AS in Multimedia Communications & Presentations

Masters Institute San Jose

Volunteer Experience

Volunteer with ACP

A non-profit entity that assists US Military Veterans transitioning from active service to the civilian career sector by matching them with experienced leaders in the corporate world who can provide mentorship, guidance and career advice over the course of a year.

Volunteer with Digital NEST

A non-profit entity to assist under-represented youth in college looking to transition to the job market by offering mentorship, advice, and guidance on setting and meeting their career goals.