
Product/Project Management Leader

Product Management | Project Management | Product Lifecycle

Accomplished professional with 15+ years of product/project management experience, including achievements in supporting digital applications, backend systems and APIs. Extensive experience in Product and Project management. Proven success at maximizing resources and supporting initiatives with efficiency and streamlined processes. Experienced in growing teams organically, with dynamic leadership abilities specific to team building and development.

Areas of Expertise

Agile (Scrum/Kanban/SAFe)
Product Roadmap
Functional Requirements Management

JIRA/Confluence Administrator
Strategic Planning
Innovative Leadership

Vendor Technology Partnerships
Supporting Salesforce enhancements
Project Management Transformation

Career History

S44 – Montvale, NJ (4/2021 – Present)

Associate Director of the PMO

Director of the PMO for startup company. Responsible for rolling out new processes to all Agile workstreams for all S44 clients. Supporting the development of websites, mobile apps and middleware infrastructure applications. Administrator of cloud instance of JIRA and Confluence management tools.

Key Responsibilities

- Leader of the PMO for all S44 Client workstreams including support of an electronic vehicle charging infrastructure leveraging OCPP and OCPI charging protocols
- Creator of new agile processes across all S44 workstreams and corresponding scrum teams (Electrify America, BMW, etc)
- Hands on project manager of 4 agile teams (Electrify America)
- Manager of PMO team consisting of 2 project managers, 4 scrum masters, and 2 business analysts
- Trained and managed all project managers/ scrum masters across multiple workstreams (7)
- Administrator of customized cloud-based Jira and Confluence projects within EA's instance
- Sole administrator of cloud-based Jira and Confluence instance for S44
- Stood up Production Support infrastructure for Electric Charging backend and Mobile app support
- Managed Offshore tier 2 production support team

Key Achievements

- Created and rolled out new agile project lifecycle processes for all teams across 10 S44 US client workstreams
- Implemented new Jira workflows and custom fields to support data capturing needs for robust reporting
- Developed multiple Confluence Executive Dashboards based on dynamic Jira data
- Defined a rolled out new PMO Infrastructure

Meredith Corporation – Stamford, Connecticut (3/2019 – 2/2021)

Director of the PMO

Director of the PMO. Responsible for rolling out new processes to all Agile Scrum and Kanban teams for three Meredith Companies (Synapse, Bizrate, MyLife). Sole Administrator of Meredith's Rally, JIRA, and Confluence management tools. Owner of multi-company capitalization process

Key Responsibilities

- Leader of the PMO for 3 Meredith Companies

- Creator and manager of new agile process across all scrum and kanban Meredith teams
- Hands on project manager of 2 agile teams for 6 months
- Trained and managed all project managers/ scrum masters (8)
- Sole administrator of cloud-based instance of JIRA and Confluence.
- Owner of cross company Capitalization process driving cross company roadmap budget approvals

Key Achievements

- Created and rolled out new agile project lifecycle processes for all teams across 3 Meredith companies
- Migrated data from Rally to new Jira instance for 18 teams
- Stood up and configured new agile management tool (Jira Cloud) for 18 teams in record time (4 weeks) based on a hard deliverable date (with no issues)
- Continued to support JIRA as the sole admin implementing the next phase of tool process improvements and team specific data capturing requirements
- Implemented time capture in JIRA to capture hours for all executed subtasks for the purposes of capitalization
- Created and implemented new Capitalization process, which included Jira time tracking, differentiating between Capitalizable and non-capitalizable hours, hour consumption forecasting and budget tracking (Project Management)
- Organized and lead the effort to move legacy documentation into confluence by creating and defining a centralized configuration for all Meredith teams
- Defined a process specific to creating traceability between formal releases and “JIRA release records” to assure SOX and PCI compliance

Ingenium – New York, New York (8/2018 – 12/2018)

Project Management Transformation (Limited contract)

Creator of The Product Lifecycle for Pentius’s Credit Report service web application, and mortgage application services.

Key Responsibilities

- Managed of all company BAs, developers and QA resources
- Project Manager for check free score web site redesign and enhancements
- Product Manager (managing backlog) gathering business requirements from stakeholders and creating project scope features and stories
- Manage project lifecycle and report on key deliverables base on OKRs and KPIs
- Sole administrator of server-based instance of JIRA and Confluence.

Key Achievements

- Create new product lifecycle for the development of a Credit Services web application
- Create new product lifecycle for the development of a Mortgage application processing software
- Define Agile Best Practices and Agile Process for all new product teams
- Implemented and introduction of new Agile product management tool (JIRA).

Wyndham Worldwide – Parsippany, New Jersey (3/2017 – 6/2018)

Director, Product Management and Quality Assurance

Product owner of Wyndham’s responsive branded web site. Leader of a team of developers, business analysts and quality assurance specialists focused on defining, developing, and testing various digital initiatives.

Key Responsibilities

- Responsible for managing the lifecycle of digital application projects, enhancements and defect fixes. (Content Management Systems (AEM)
- Product Owner responsible for defining the road map for a dedicated Agile team focused on new initiatives digital enhancements.

- Project manager responsible for managing the Branded Website new initiatives and ongoing enhancements
- Managed the team responsible for the authoring and managing of functional requirements for responsive branded web sites leveraged across multiple instances of our applications.
- Managed the team responsible for UAT testing of all new digital projects and digital application updates.
- Responsible for Managing release communications to a companywide audience focusing on projects and initiative go live dates.
- Worked with multiple supporting teams to assure the syncing of efforts and the communication of supporting team deliveries.
- Worked with our services team to manage site impacting service updates and corresponding UAT tasks.
- A member of a leadership team responsible for defining the initiatives and projects scheduled for the coming year.
- Responsible for delivering weekly reports, which includes resource allocation, project progress, and process updates.

Key Achievements

- Defined and Implemented a Brand-New Product Development process to address existing process challenges and increased digital enhancement through-put by 200%.
- Created a new enhancement submission process, which included prioritization and rerouting of enhancement requests.
- Created an innovative Project Lifecycle that leveraged existing agile tool functional capacities.

Starwood Hotels and Resorts – Stamford, Connecticut (4/2002 – 3/2017)

Associate Director, Product Management and Digital Application Requirements

9/2010 – 3/2017

Product Owner of Starwood’s branded web site. Leader of an expanded team of up to 15 Business Analysts focusing on the authoring and management of Functional requirements for various Digital Applications including Websites, Mobile Apps, API, and Customer Contact Center Software Applications.

Key Responsibilities

- Product owner responsible for prioritizing and implementing functional changes and feature updates specific to Starwood’s Branded website and Mobile apps enhancements.
- Product owner responsible for defining the scope and managing the backlog of a new Customer Contact Center software application
- Project manager responsible for managing the project lifecycle for all Branded website enhancements
- Managed the team responsible for the authoring and managing of functional requirements for responsive branded web sites leveraged across multiple instances of our applications.
- Manager of requirement management tools used to author and maintain a repository of requirement artifacts leveraged across multiple applications.
- Manager of release communications to a companywide audience focusing on projects and initiative go live dates.
- A member of a leadership team responsible for defining the company wide initiatives and projects scheduled for the coming year.
- Orchestrator of release schedules and prioritization of revenue generating work streams.
- Creator and Communicator of weekly reports, which included resource allocation, project progress, resource vacation tracking, and process updates

Key Achievements

- Created, defined, documented and implemented brand new digital requirements management process leveraged across all Starwood digital application (HP Quality Center)
- Managed the Introduction of the Mobile Web version of our Branded sites (2012) by authoring functional requirements for the entire application. This introduced \$22,053,648 of additional digital channel yearly revenue.
- Supported the addition of the new Tribute Brand (2015) by authoring functional requirements and leveraging existing Branded components. This introduced \$11,553,856 of additional digital channel yearly revenue.
- Supported the addition of the new Design Hotels (2015) by authoring functional requirements and leveraging existing Branded components. This introduced \$439,117 of additional digital channel yearly revenue.
- Managed the Introduction of the SPG Loyalty Mobile App (2009) by authoring functional requirements for the entire application.
- Supported the creation of or series of APIs (2009) by authoring technical requirements specific to all supported services.
- Successfully Authored, managed, and maintained functional digital requirements for the Marriott Day 1 Initiative on time and within budget. This enabled the scheduled web launch of the Marriott/Starwood Merger.
- Starwood Hotels and Resorts Recognition
 - Starwood Hotels and Resorts Inc. DLP (Distribution, Loyalty and Partnerships) Award – 2009 – Highest performer within DLP
 - Starwood Hotels and Resorts Inc. Gold Star Award – 2006 - For exceptional contribution to product development
 - Starwood Hotels and Resorts Inc. Gold Star Award – 2008 - For exceptional contribution to product development
 - SPG IPAD APP - Starwood Hotels & Resorts - Best Hotel and Lodging Mobile Application- Mobile Web Award 2013 (digital requirements authoring support)

Senior Manager, Digital Quality assurance

4/2002 – 9/2010

Leader of a team of 6 + Quality Assurance Specialists responsible for testing of Starwood Websites, Mobile Apps, and Software applications.

Key Responsibilities

- Responsible for creation and execution of all test assets for all Starwood Digital applications
- Responsible for triaging defects and signing off on release candidates
- Responsible for live site monitoring and production defect reporting
- Assisted release team in determining deployment specifications and timing concerns for all releases deployed to production.
- Managed a global QA team (Ireland, India, Japan, China) across multiple applications and in multiple time zones.
- A member of the release planning team responsible for defining release deliverables based on functionality.

Key Achievements

- Created, defined, documented and implemented brand new digital quality assurance process leveraged across all Starwood digital applications.
- Led Importing of legacy QA test assets into HP Quality Center Repository.
- Defined QA best practices specific to authoring and maintaining test assets and creating executable test suites in HPQC.
- Defined Quality Center best practices specific to creating traceability between business requirements, functional requirements, test cases, test scripts and defects.
- Introduced automated smoke tests to monitor core transactional functionality capabilities using Rational Robot Software, which decreased number of live site defects by 40 %.
- Standardized processes specific to communicating test strategy and QA support, which assured business of release readiness.

- Supported the re-design of the Rate list page of our Branded sites (2014) by authoring and managing Quality Assurance test assets. This increased digital channel yearly revenue to \$2,599,533,507.
- Supported the re-design of the Multiple Branded Sites (2009 -2011) by authoring and managing Quality Assurance test assets. This increased digital channel yearly revenue (Sheraton - \$300,620,942 to \$367,173,896, Westin - \$277,797,695 to \$328,599,119, WHotels - \$50,266,709 to \$127,407,778).

Certifications and Tools

Certifications

- Agile SAFe 4.0 – ICAgile Certified Professional (ICP) Certificate (CERT ID: 01060377-0219)
- SAFe Agilist (SA) - Scaled Agile, Inc.
- SAFe Certification - Project Management Institute
- Certified Scrum Product Owner - Scrum Alliance (CSPO)
- ICAgile Certified Professional in Business Value Analysis (ICP-BVA)
- Agile – Requirements Support – Training Certified (Davisbase)
- Agile Scrum/ Kanban – Training Certified (Davisbase)
- Certified Interviewer/ Behavioral Interviewing

Tools

- Atlassian – JIRA Administrator (Project management tool)
- Atlassian – Confluence Admin (Documentation Repository)
- Rally Software – CA Technologies – Admin
- HP Quality Center – Test Assets/ Defect Tracking/ Requirements
- Adobe – AEM (Adobe Experience Manager)
- IBM Rational Requisite Pro – Requirements Management
- IBM Rational - Clearquest defect tracking tool
- OpenText – Documentum (CMS)
- Salesforce

Education

West Virginia University, Morgantown, WV

- College of Creative Arts/ Theatre Arts,

Articles and Publications

Computer World (IDG Communications) 7/26/2004 – [Quoted in article specific to Quality Assurance best practices](#)

WRITTEN REFERENCES FURNISHED UPON REQUEST

LINKEDIN RECOMMENDATIONS

www.linkedin.com/in/edward-karim-ny

Professional Website

www.eddiekarimcareer.com