

A dedicated servant leader with a diverse background in the agency, startup and consultancy worlds. Extensive understanding of business, software product management and the software development lifecycle. Believer in and advocate for User Centered Design. Strong communication skills and the ability to translate technical concepts into language clients can understand and trust.

CORE STRENGTHS

- Cross Functional Team Leadership
 - Software Product Management
 - Marketing and Branding
 - Front End Stack (HTML, CSS, JavaScript)
 - UX Design
 - CMS and eCommerce systems
-

CAREER EXPERIENCE

THE MX GROUP

(2019 – Present)

Director of Digital Products

In addition to business development and client focused project work, I am responsible for guiding the careers of a team of product managers, product owners and business analysts.

- Client facing leader of product strategy, research, definition, development and delivery for B2B focused web and native applications.
- Lead agile, cross functional, design and development teams in the product owner role.
- Represent the end user and provide business perspective on feature value.
- Craft user stories and acceptance criteria, perform backlog grooming and roadmap definition.
- Lead project scoping, planning, contract creation, financial and delivery activities.
- Responsible for all recruiting and hiring activities for the digital products team.

DEDWORDZ CONSULTING

(2017 – Present)

Independent Consultant

Supporting organizations with digital production management, product management, user experience, front end development, digital strategy, change management and ADA website compliance.

ACCENTURE INTERACTIVE

(2014 – 2017)

Senior Manager, Digital Platforms

Served as solution architect and delivery lead for multiple projects simultaneously, collaborating with national and internationally distributed cross functional teams.

- Collaborated with business stakeholders, user experience, and front-end development teams to deliver a responsive web hotel reservation system that increased online bookings by 15% for 18 brands.
- Guided new business development via the creation of technical proposals, sales proposals and client pitch presentations resulting in ~\$20 million in client billings
- Led project scoping, planning, financial and delivery activities.
- Performed recruiting and interviewing at all levels, collegiate through senior manager.
- Led the FED team's learning initiatives and facilitated the creation of a front end development training program used by approx. 2,000 employees across the Accenture global network.

WYZANT TUTORING

(2013 – 2014)

Director of Product Management

Led staff in producing innovative web and mobile applications for use by tutors and students.

- Consolidated user interviews, competitive market analysis, and data gathered from executive and technical stakeholders to build user personas and a strategic product roadmap.
- Partnered with the executive team to define, recruit and hire UX, Design, Development, QA and Product Manager roles for a dedicated cross functional product team.
- Served as product manager for Wyzant's native mobile application and drove new website features.

LEO BURNETT INTERACTIVE

(2011 – 2013)

VP, Director of Front End Development

FED practice lead for multiple clients across the category spectrum of retail, insurance, telecom, education and software. Manager of a full-time, onsite team of 15 front-end developers.

- Performed estimating, team resource allocation, and oversight of all FED projects
- Served as Product Owner for multiple clients and projects. Collaborated with client stakeholders, business analysts and design and development teams.
- Collaborated with new business teams to answer RFI / RFP and creation of pitch materials. Led client pitch presentations.
- Led the recruiting process for the FED team as well guiding in the recruiting process for non technical roles (project management, creative etc.)

ARC WORLDWIDE

(2008 – 2011)

Director of Front End Development

FED practice lead and manager of 10 front-end developers.

- Developed a training program to overhaul team skills for a transition to newer technology, languages and techniques for mobile web and modern web browsers
- Coordinated team resource allocation and created both high level and detailed work timeline estimates.
- Led the project initiation process for numerous projects, across Creative, UX, BA, QA, Account and Project Management teams

KEY CLIENTS

Abbvie, Allstate, Biogen, Boston Scientific, Comcast, Cummins, FARO, Grainger, Graphic Packaging International, Grundfos, Kellogg's, MTS Systems, P&G, Philip Morris, U.S. Army, Whirlpool, Wyndham Hotel Group, Zekelman Industries

EDUCATION AND CERTIFICATIONS

WESTERN MICHIGAN UNIVERSITY, HAWORTH COLLEGE OF BUSINESS

Bachelor of Business Administration in Advertising

SCRUM ALLIANCE (<https://www.scrumalliance.org/community/profile/dedwards39>)

Certified Scrum Product Owner