

CSPO, The Ohio State University

DIGITAL LEADER

- ▶ **15+ years of end-to-end experience** in strategy, design, and development of digital products
- ▶ **Value-driven decision maker** with digital capabilities and data-driven products
- ▶ Target and develop ideas ripe for innovation—the intersection of **desirability, feasibility, and viability**
- ▶ **Leadership to bridge gaps** between business, creative, and technology to deliver impactful experiences
- ▶ **Organizer and optimizer** of cross-functional teams, **championing Agile and Design Thinking**

CAPABILITIES

Digital Strategy ♦ Idea-to-launch Product Development ♦ Certified Product Owner ♦ IoT Product Design
Design Thinking ♦ Group Facilitation ♦ Product Roadmaps ♦ Cross-functional Team Management
Generative Research ♦ Evaluative Research ♦ *Agile UX* ♦ Rapid Prototyping ♦ Data Metrics & Analysis

SELECT ACHIEVEMENTS

- ▶ Accountable for a studio of Agile associates consisting of delivery leads, UX associates, and engineers, operating to define, launch, and optimize innovative products and services
- ▶ Owned retail innovation role at Chase to automate 86% of branch transactions with self-service experiences, launching Express Banking Kiosk and gaining two patents
- ▶ Designed and led generative and evaluative research for a global retailer to understand and test IoT products in their retail experience
- ▶ Facilitated more than 30 Design Thinking sessions during 2019-20, outputting strategies, product roadmaps, and active backlogs
- ▶ Aligned stakeholders on critical challenges and problems with Accenture clients, solving them with IoT connected products involving AI, RPA, camera vision, sensors, voice recognition, and digital twin systems
- ▶ Completed a series of group sessions for a large central Ohio healthcare employer to plan a three-year strategic roadmap and reorganization plan
- ▶ Led data management strategy workstreams for three divisions with Nationwide, representing multi-million-dollar transformation budgets

ROLES

PRINCIPAL/FOUNDER, ADOPTION DIGITAL — 2020-PRESENT

- ▶ Partner with organizations and start-ups to understand and refine ideas, identify MVP, and roadmaps
- ▶ Complete UX artifacts including personas, journey maps, user flows, and prototypes
- ▶ Consult on team organization, delivery practice, and Design Thinking to improve their use of user-centric activity

MANAGER, PRODUCT EXPERIENCE, ACCENTURE (FORMERLY PILLAR TECHNOLOGY) — 2017-2020

- ▶ Accountable for a studio of Agile associates consisting of delivery leads, UX associates, and engineers, operating to define, launch, and optimize innovative products and services
- ▶ Advocated and mentored teammates on innovation thinking, facilitation exercises, product management, user research techniques, and Agile practices to realize value for clients
- ▶ Led product design and research through product development for clients across several industries—retail, healthcare, finance, and transportation
- ▶ Aligned stakeholders on critical challenges and problems, solving them with IoT connected products involving AI, RPA, camera vision, sensors, voice recognition, and digital twin systems
- ▶ Facilitated more than 30 Design Thinking sessions during 2019-20, outputting strategies, product roadmaps, and active backlogs

SENIOR CONSULTANT, NATIONWIDE — 2015-2017, COLUMBUS, OH

- ▶ Led data management strategy workstreams for three divisions with Nationwide, representing multi-million-dollar transformation budgets
- ▶ Operated from the Chief Data Office, advocating for best practices and advised on the enterprise reference architecture
- ▶ Provided oversight to critical digital transformation programs on KPIs, data architecture, data management, and reporting & analytics solutions

VICE PRESIDENT- RETAIL INNOVATION, CHASE — 2012-2015, COLUMBUS, OH

- ▶ Owned digital experience for retail innovation, rethinking the Chase retail experience
- ▶ Led research to drive new product and service design at Chase Bank, testing new customer satisfaction, customer throughput, and feature priority
- ▶ Managed a the design and research team, launching Express Banking Kiosk for Chase, gaining two patents
- ▶ Operated using Agile UX, evaluating new products and service design through pilots, tracking impact to bottom-line and customer behavior

VICE PRESIDENT- CLIENT EXPERIENCE, JP MORGAN CHASE — 2010-2012, COLUMBUS, OH

- ▶ Managed six digital properties and associated projects within the business-side of the organization
- ▶ Led experience team through scope definition, UX design, Agile development, and metrics planning
- ▶ Launched the first mobile application for JPMorgan Asset Management
- ▶ Created an analytics methodology and platform for JPMorgan Asset Management web and mobile properties

SENIOR INFORMATION ARCHITECT, BLUE DIESEL — 2008-2010, COLUMBUS, OH

- ▶ Completed strategies for pharmaceutical product launches
- ▶ Planned selling strategies by facilitating group sessions with client stakeholders
- ▶ Led UX for Cardinal Health, Merck, and AstraZeneca websites and interactive tools

CLIENT SERVICES DIRECTOR- INTERACTIVE, NORTHLICH — 2003-2008, COLUMBUS, OH

- ▶ Partnered with a cross-functional teams to build websites for health care, real estate, manufacturing, and non-profit organizations
- ▶ Conducted workshops with clients to extract prioritized goals and project specifications
- ▶ Deployed a proprietary web analytics methodology integrated to content management systems to measure website performance
- ▶ Launched a service line that increased recurring revenue 80%
- ▶ Lead presenter of Ink Academy seminar series that drove ~90% of contract revenue

DATABASE PROJECT MANAGER, OYSAN — 2000-2003

- ▶ Completed CRM and data-oriented projects for a member of US Soccer
- ▶ Owned a risk-management program, differentiating the primary OYSAN membership offering

THOUGHT LEADERSHIP

HOW MVP HELPED CREATE HOUSEHOLD NAMES

PUBLIC SPEAKING (2019)

- ▶ An engaging retrospective topic that examines the last 15 years, highlighting how MVP thinking changed the business landscape

THE USUAL SUSPECTS

PUBLIC SPEAKING (2019)

- ▶ Discuss the *usual things* that take Agile projects astray, miss their mark, and how to fix them

FINDING & REALIZING MVP FOR BIG IDEAS

PUBLIC SPEAKING (2019)

- ▶ Presentation on the 'why' for Design Thinking, discussing how to get alignment and detail

USING DESIGN THINKING FOR IT INTAKE

CLIENT SESSION (2018)

- ▶ A reusable presentation and work session to both demonstrate and educate the use and purpose of Design Thinking for IT intake

INVISIBLE DECISIONS

PUBLIC SPEAKING (2018)

- ▶ Provoking presentation on the intricacies of decision making in both work and personal life

SYSTEM AND METHOD FOR BILL DISTRIBUTION

US DESIGN PATENT (2014)

- ▶ Critical design patent including new process, user interface, and supporting technology process

INK ACADEMY

PUBLIC SPEAKING (2004)

- ▶ A series of educational seminars delivered to prospects, clients, and the community covering 13 interactive marketing topics

EDUCATION

THE OHIO STATE UNIVERSITY - FISHER COLLEGE OF BUSINESS

- Marketing, BSBA
- Management Information Systems, BSBA

SCRUM ALLIANCE

- CSPO, Certified SCRUM Product Owner (2011)

