

L. Brittany Glover

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Education

Master of Arts in Interactive Media

Elon University, May 2011

Bachelor of Arts in English / Minor in Journalism & Leadership Studies

University of North Carolina Wilmington, December 2009

Certifications

SAFe 4 Agilist (SA), 2018

Certified Product Owner, 2016

Certified Scrum Master, 2017

Offering Management Certification, 2015

Professional Writing Certification, 2009

Strengths

Lean Product Management

Project Management

Agile and Lean Methodologies

Leadership/Change Management

Full Stack Web Development

Client Relations

Wireframing/Prototyping

Multimedia Strategy

Development Management

Information Architecture

Continuous Delivery

UI/UX Design

Marketing/Branding

Usability Testing

Operations

Analytics

Experience

Senior Product Manager, CA Technologies (Raleigh, NC | Sept. 2016 – Present)

Agile Central (Formerly Rally) Feature Initiatives:

- Quick Detail Preview (QDP), Internationalization, Quality Management, @mentions, Modernize, Code Deprecation

Accelerator Initiatives:

- Catchfly: Owner and influencer of product roadmap strategy launching Android and iOS applications achieving 150% of business goals within 6 months of joining company.
- Work daily with a team of engineers and leadership to execute product strategy, roadmap, and vision to accelerate the delivery of features to be deployed meeting market demands and competition.
- Define and scope the priority of features with a cross functional team of product managers, UX, marketing, and engineering based on validated customer learnings and usage data.
- Use Agile driven execution to understand sizing, capacity, and deliverability and effectively communicating to teams and stakeholders feature value and direction.
- Champion Lean Start up methodologies for quick pivoting, design, and problem solution fit in order to deliver complete features to GA consistently by high visibility deadlines.
- Maintain competitive edge by continuously adapting user experience and testing customer facing mockups for problem validation, market research and solution fit.
- Conduct market research, competitive analysis, and marketing messaging with internal and external participants to deliver external product messaging and features.

Offering Manager, IBM Commerce Innovation Team (Durham, NC | Oct. 2015 – Sept. 2016)

Technical Product Manager and User Experience Partner for IBM Commerce's e-Commerce/Merchandising, B2B and Cognitive team. Responsible for working with Offering Managers and cross-sectional team across IBM Commerce to drive and quantify market opportunities in order to design and analyze current portfolios, as well as define innovative products that will drive market share using Design Thinking and agile methodologies.

- Managed the educational advocacy of IBM Commerce Offering Manager's through solely designing and developing a digital knowledgebase center which educates IBM leaders on the Offering Management discipline and provides user focused

design and development. This cross segment online knowledgebase attracts IBM leaders and employees worldwide providing in-depth knowledge and best practices around IBM's Offering Management operating model, team tooling and IBM Commerce's Sponsor Users program which was refined during digital transition.

- Managed current product offerings and propose new products that focus on Cloud based marketing and development initiatives through strategic planning and portfolio management.
- Responsible for defining and identifying potential cross-segment product proposals within IBM Commerce that involved collaborating with various external companies' product portfolios which included Watson, The Weather Channel, REI, Salesforce, etc.
- Responsible for the digital redesign of IBM Commerce's Sponsor User program and assisted in weekly recruitment of external clients for sponsorships such as Toms, Nordstroms, Target, Clorox, Dell and Sallie Mae.
- Educated and trained companies and internal IBM departments on Design Thinking, User Experience and Agile best practices. Create empathy maps and storyboards with clients to discover pain points and establish solutions to pro-actively identify and solve pain points.
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- Generate innovative products to implement as beta releases by working with state of the art design, development and dev-ops engineering leads.

Cloud Infrastructure Lead Software Engineer, IBM (Durham, NC | Jan. 2014 – Oct. 2015)

- UI/UX team lead for IBM Cloud OpenStack Services; Software development using HTML, CSS, PHP, Java, JavaScript (jQuery/Dojo) and MySQL.
- Managed eight developers and responsible to interview and qualify new developers for placement on expanding Cloud Teams.
- Lead new projects from concept to delivery working with developers and stakeholders to ensure business requirements were met, typically working under a three-month time period to get product launched.
- Managed teams workload to ensure that projects run smoothly and are delivered on time to present to stakeholders while proactively planning for bugs, patches and additional

testing.

- Administrated daily scrum meetings with internal and external stakeholders to establish and meet business requirements and deadlines.
- Assisted in the planning of development sprints to ensure team is meeting deadlines and has the needed tools, time and support to complete tasks using agile methodology.
- Presented new innovative technologies to utilize such a responsive development, advanced content management systems, external products and other toolsets to better support vision and business requirements.
- Developed short and long-term goals based on not only user feedback and various internal executives.
- Pitched third party vendors to management to establish contracts and relationships with external products needed.
- Prepared UI wireframes and prototypes to present to stakeholders to establish a more effective and efficient user experiences based on a range of demographics.
- Assisted in development of content throughout web applications to provide clear instructions and documentation on product.

User Experience Consultant & Engineer, Consultant (Raleigh, NC | Nov. 2011 - Present)

- Software development utilizing PHP, MVC frameworks, HTML/CSS, JavaScript/jQuery.
- Consulted with businesses to identify business and technical requirements of small to large businesses and develop digital processes to achieve short and long-term goals in marketing and web realm.
- Conducted in-depth analysis on past, current and future business trends in order including but not limited to analytics, small and large competitors and market research to develop new innovative tools that support business goals.
- Intensively trained clients on most up to date web standards, best practices and the most effective ways to utilize applications built to better support clients' demographics and needs.
- Assisted in the marketing of companies utilizing social media, digital and print productions, email newsletter and developing client success plan; Improved business within first two years signing large pharmaceutical and ecommerce clients.
- Manage a team of five individuals, conducting weekly team and individual meetings to ensure deadlines are met, status updates and general brainstorming.

- Monitored and trained internal team to handle web operations for current clients and handle bugs/patches, upgrades, client requests, demos, etc.

Operations Manager, Smashing Boxes (Durham, NC | March 2013 – Nov. 2013)

- Managed a team of 20+ and led cross functional teams between IT, Marketing, Sales and Finance for continued development, team documentation, marketing initiatives, pitches and process/cost improvement efforts. Handled monthly project schedules, client meetings, team needs, backlog information and weekly status meetings to report issues, new contracts, action items and preparation. Conducted hiring process for potential employees growing company 20% within four months.
- Planned and managed emerging business needs as company grew and initiated new processes in order to plan for larger team and news clients; communicated challenges and issues to senior management; assessing causes and implications, recommending solutions and costs, and encourage shared problem solving within the project team.
- Improved team training methods equipping team with improved presentation skills and conducted semi-annual performance reviews with team to create quality relationships, goals and expectations.

Web Developer, Smashing Boxes (Durham, NC | Nov. 2012 – March 2013)

- Provided daily support in running project schedules, team needs, client meeting and backlog information managing a team of 20.
- Conducted hiring process of potential employees, contractors, etc. growing company 15% within four months.
- Responsible for operational process improvement specifically with clients and employees.
- Planned for emerging business needs as company grew and initiated new processes in order to plan for larger team and additional client.
- Developed process initiatives and worked with design, development, project management, analytics and testing teams to ensure team was equipped with the skill set and tools needed to be successful completing projects on time.
- Prepared team to pitch and demo to clients with improved presentation skills.
- Conducted semi-annual discovery to define goals, requirements and determine

technologies and functionality

Web Developer, rPath (Raleigh, NC | Dec. 2011 – Nov. 2012)

- Developed and managed corporate website and various micro sites for marketing and portal purposes using HTML, CSS, PHP, JavaScript, MySQL, Git and a variety of open-source technologies.
- Served as Creative Strategist for startup and developed all material for digital, print and web productions presenting innovative solutions to internal team.
- Liaison between marketing, business development and engineering teams to demo new and test products and understand short and long-term goals.
- Identified technical needs of business and engineering departments in order to provide technical solutions via web application or web-based tools to meet requirements.
- Managed relationships and collaborated with third-party companies to implement web-based tools.
- Managed an intern providing tasks, feedback, performance reviews and training on web development and marketing tools in order to assist with monthly web blasts and Salesforce integrations.
- Monitored web operations, client bug tickets, patches, web analytics, performance optimization and SEO
- Trained and supported staff on web standards and the best ways to utilize internal and external tools.
- Other responsibilities included marketing, branding, photography, videography and managing social media platforms
- Note: rPath was a child company of RedHat and later acquired by SAS in 2012.

Web Developer, NIEHS (Durham, NC | Aug. 2011 – Oct. 2011)

- Contractor to the National Institute of Environmental Health Sciences.
- Development in HTML, CSS, PHP, JavaScript, ColdFusion and third-party integrations.
- Assisted in design, development and content updates and transfer into Percussion content management system while offering more efficient ways to code and a cleaner code base.
- Helped refactor broken elements in previous content management system in order to prevent implementing bugs in new system.
- Advised and collaborated with web and business development teams to identify problems

and provide quick solutions to integrate.

- Worked with project managers and web development teams to successfully manage client relations and demo new improvements.
- Ensured cross-browser compatibility and web standards were met in each release in order to provide quality code in a timely manner.
- Trained team members in more efficient and innovative methods to code in HTML, CSS and JavaScript in order to create code consistency.