

Brittany Glover — CSPO, CSM, Agile 4.5 Agilist

Product Management Leader | Advisory UI Engineer | Educator

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Summary

Brittany Glover, SAFe 4.5 Agilist, CSM, CPO — is a transformative and data-driven Product Management executive, UI/UX Engineer and educator with 13 plus years of industry experience. Brittany has spent the last 8 years working with SugarCRM, IBM, CA Technologies in product strategy, management and innovation, delivering high-quality, customer approved SaaS and mobile applications. She has a strong foundation in UI/UX development, and has also spent in-depth time working with global startups, accelerator and innovation initiatives to achieve organizational KPIS and OKRS within the SDLC, product and marketing space.

Highlights

Mobile App Development	Product Management	Lean Product Development
Program Management	Marketing and Branding	Digital Strategy
User Experience Design	User Interface Design	Design Thinking
Analytics	Competitive Analysis	Customer Success
Lean/Agile Methodology	Wireframing/Prototyping	Usability Testing
Full Stack Development	Change Management	Organizational Leadership
Educator - DEI	Educator - FED	SaaS

Certifications

SAFe 4 Agilist (SA) Certified Product Owner (CSPO) Certified Scrum Master (CSM)
Offering Management Professional Writing

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

Experience

SugarCRM, Senior Technical Product Manager Raleigh, NC | 10/2019 - Present

Mobile, SDK, Plugins, AI

- Define and evolve the product vision, strategy, and roadmap of SugarCRM's Android and iOS mobile-first CRM application.
- Manage national and international product engineering team in an agile software development life cycle with monthly release cadence.
- Design, document, and present business cases to the executive team, internal and external stakeholders including
- Evangelize SugarCRM mobile platforms and SDK via participation in trade shows, demos, customer meetings, conferences and educating.

- Analyze market trends and performance drivers to identify new product and growth opportunities.
- Establish consistent, sustainable customer input points to steer product direction, feature design, and prioritization including identifying potential partners or complementary solutions that may benefit the product.
- Develop and monitor product KPIs and metrics driving the business feedback loop.

Product Management and User Experience Consultant Raleigh, NC | 11/2011 - Present

- Serve as a product management leader and prototype UX engineer for accelerator initiatives and innovative startups producing iOS, Android and responsive web applications; specializing in SaaS, artificial intelligence, machine learning, eCommerce, and risk-management verticals.
- Profile market and user needs to conduct and provide insights from market research, user experience interviews and feedback, innovative opportunities and mining of internal customer data in order to determine business requirements and product roadmap development.
- Establish and lead go-to-market plans and cross-sectional rollouts to orchestrate high market adoption, working closely with marketing, sales, support and agile teams to leverage internal and external feedback data.
- Facilitate a variety of design thinking, user experience workshops, sprint and roadmap planning for small to large teams in order to define and drive strategy, aligning scrum/kanban teams in an agile development methodology.
- Work with cross-functional teams to initiate and develop initiatives, epics, features with stakeholders and collaborate with development teams to develop user stories in order to drive execution; frequently developing UX designs and UI prototypes for new and existing products, features and platforms.

CA Technologies (Acquired by Broadcom)

Raleigh, NC | 9/2016 - 10/2018

Senior Product Manager, Agile Central

- Led and unified cross-functional agile teams from product conception through launch and multiple iterations, ensuring alignment of product roadmap and consistent customer satisfaction.
- Redesigned and implemented a new cross-sectional go-to-market process for feature deployment and adoption, improving internal and external stakeholder communication.
- Tracked qualitative and quantitative feedback to determine most viable solutions for new initiatives, developing business and technical requirements documentation for co-located cross functional teams.
- Assisted in the implementation of customer context labs to increase customer feedback channels, enhance analytics tracking and proactively identify and solve pain points in the competitive market.
- Reconciled product and feature retirements within application to align with business objectives and further foster competitive market opportunities.
- Facilitated the initial internalization and localization of application, working with international customers, cross-functional engineering teams, external vendors and internal legal.

Senior Product Manager, Accelerator Initiative

- Coordinated and regulated the product life cycle of startup product (Catchfly) responsible for Android, iOS, and web platforms using agile driven execution, design thinking and scrum/kanban to determine market viability and strategy.
- Worked daily with co-located and distributed teams to execute product strategy, further roadmap development, commercialize product, and support team at conferences and industry events.
- Championed lean startup methodologies as key influencer of product roadmap and platform deployment cycles to drive and deliver vision, innovation and market fit aligned to objective and key results.
- Presented weekly demos and walkthroughs to cross-functional engineering, marketing, sales and customer success teams to ensure business alignment and effective communication.

- Conducted market analysis and user interviews, gathering frequent qualitative and quantitative customer data to ensure viability of solution, understand customer challenges and ensure market alignment.

IBM

Durham, NC | 1/2014 - 9/2016

Offering Manager & User Experience Partner, Commerce Innovation Team

- Responsible for consulting and training Offering Managers within eCommerce, Merchandising, B2B, AML Compliance and Cognitive disciplines to facilitate in the development of new product offerings or deprecation of legacy offerings under the OM operating model.
- Coached executive and stakeholders on business model development and intelligence, strategic planning and alignment, solution validation, market alignment and go to market strategy.
- Facilitated workshops educating transforming teams on design thinking, agile transformation, digital readiness, and iterative software development life cycle development.
- Developed intuitive user experiences via storyboarding, persona building, experience mapping, journey mapping, prototyping and other participatory methods to align cross-functional teams to vision and customer value.
- Created product proposals for new and existing offerings providing cognitive and AI integration into products such as IBM Watson, The Weather Channel, REI, Toms, Lowes Hardware, Tiffany & Co., Nordstrom, etc.
- Co-led the IBM Commerce's Sponsor User program, assisting in the recruitment and retention of customer user experience labs allowing participants to provide feedback on IBM software products.
- Fostered the educational advocacy of Offering Management through the development of an online knowledgebase center educating IBM leaders on Offering Management discipline, Offering Management model, design thinking and agile best practices.

Cloud Infrastructure Lead Software Engineer, IBM Cloud OpenStack Services

- Served as Product Owner and agile scrum master of eight remote engineers rehauling the brand of SaaS acquisition (SoftLayer), leading new offering from refined concept and market fit to delivery within three-month duration.
- Prepared and presented wireframes and prototypes to executives to ensure business requirements were met while delivering an intuitive user experience based on targeted demographics.
- Facilitated agile sprint planning to ensure deadlines were met and any risks were proactively communicated and planned for.
- Enhanced quality of code through implementing responsive design, advanced content management systems, third-party vendors and other resources to promote efficiency and performant code.
- Assisted in the strategic planning and tactical development to develop milestones for the commercialization of IBM Cloud.

Operations Manager, Smashing Boxes

Durham, NC | 11/2012 - 3/2013

- Served as thought leader in user experience and front-end development; worked daily with a team of designers, developers, project managers, QA and customers to bring new web applications to market.
- Lead initial project discoveries with clients and team to define goals and requirements in order to determine technology stack, personas, customer journey and feature sets.
- Communicated development challenges and solutions to stakeholders assessing risks and dependencies throughout the software development lifecycle.
- Prepared RFPs and pitched to potential clients for new development contracts in healthcare, eCommerce and innovation sector.
- Developed cognitive game applications in SaaS business model under the direction of McKinney advertising agency, scaling application for international tractions and syndication in market.

Front End Web Developer, Smashing Boxes

Durham, NC | 3/2013 - 11/2013

- Owned project roadmap and scheduling, emerging business and employee needs as company grew, initiating new processes and collaboration tools in order to scale efficiently.
- Enhanced hiring process and healthy work environment for diverse candidates, growing company 15% within four months.
- Fostered team performance through semi-annual performance reviews with employees to goal set and provide feedback for personal and company growth.
- Managed client relationships, budgeting, reporting and planning of projects in motion and backlog.

Web Developer, rPath/SAS

Durham, NC | 12/2012 - 11/2012

- Designed, developed and managed corporate websites and API integrations with Salesforce, RedHat and other third-party vendors in physical, virtual, and cloud environments.
- Worked with cross-functional teams to establish processes for implementation and ongoing maintenance of websites and web applications, training teams on web standards and best practices to utilize collaboration resources.
- Served as UX and UI lead for creation of digital and print materials for sales, networking, conferences and industry events to ensure enterprise level branding and market alignment.
- Managed interns providing tasks, performance reviews and training on web development, analytics tracking and marketing best practices.

Web Developer, NIEHS

Durham, NC | 8/2011- 10/2011

- 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 in 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.

References

Available upon request