

L. BRITTANY GLOVER SA, CSPO, CSM

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SUMMARY

A Product Manager who strives to create and oversee the design and development of new products to meet customer demands by utilizing 12 years of experience in identifying and establishing products and programs based on assessments of the competitive environment, market segments, product positioning, pricing and profitability.

HIGHLIGHTS

Lean-Agile Product Management	Lean Product Management	Development Management
Change Management	Customer Support	Marketing and Branding
Cross-functional Team Leadership	Analytics	Competitive Analysis
User Experience Design	User Interface Design	Wireframing/Prototyping
Full Stack Web Development	Mobile App Development	Usability Testing
Product Strategy	Digital Strategy	

EXPERIENCE

Sr Product Manager, CA Technologies (Agile Central/Rally) Raleigh, NC | 8/2017 –

Present

- Responsible for owning the vision and strategy of an initiative, define success criteria, create business cases, establish cost of delay and ensure quality and customer satisfaction.
- Work collaboratively with UX, Product Owners, Architecture, Engineering, Sales and Support to size features and provide input for economic prioritization
- Work with various stakeholders and non-stakeholders to conduct design sprints to develop and validate hypotheses on initiatives, developing story maps and slices of value.
- Work collaboratively with UX to conduct customer A/B testing interviews, customer labs, usability testing and feedback interviews with customers.
- Deliver prioritized product vision, gain alignment and provide guidance across the organization emphasizing customer value through bringing customer voice, analytical data and feedback to cross-functional teams.

- Developed new “Go To Market” process for continuous delivery feature launches, bridging cross-functional requirements from all stakeholders.
- Created empathy maps, personas, customer journey mappings and other methods of participatory design with clients to discover pain points and establish solutions to proactively identify and solve pain points.

Sr Product Manager - Catchfly Accelerator, CA Technologies Raleigh, NC | 9/2016 – 8/2017

- Owner and influencer of product roadmap strategy launching Android and iOS applications achieving business goals within six 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 with teams and stakeholders feature value and direction.
- Champion Lean startup methodologies for quick pivoting, design, and problem solution fit in order to deliver complete features to GA consistently by high visibility deadlines.
- Maintain a 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.

Product Manager Commerce Innovation Team, IBM Durham, NC | 8/2015 – 9/2016

- Responsible for consulting with Offering Managers within IBM Commerce e-Commerce/Merchandising, B2B and Cognitive teams to drive and quantify market opportunities in order to analyze and design historical and future 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 Managers through designing and developing a digital knowledge base center educating IBM leaders on Offering Management discipline, Design Thinking and agile best practices.
- Created product proposals for new and existing offerings; collaborating with external companies’ product portfolios such as Watson, The Weather Channel, REI, Salesforce, etc.

- Managed the redesign of IBM Commerce's Sponsor User program and assisted in the recruitment of external clients for sponsorships such as Toms, Nordstroms, Target, Clorox, Dell and Sallie Mae.
- Created empathy maps, personas, customer journey mappings and other methods of participatory design with clients to discover pain points and establish solutions to proactively identify and solve pain points.

Cloud Infrastructure Lead Software Engineer, IBM

Durham, NC | 1/2014 – 10/2015

- User Experience team lead managing eight colleagues for IBM Cloud OpenStack Services; Software development using HTML, CSS, PHP, Java, JavaScript (jQuery/Dojo) and MySQL
- Prepared prototypes to present to stakeholders to establish an advanced and intuitive user experience based on a range of demographics.
- Lead new SaaS acquisition products from concept to delivery working with developers, architecture, engineering and stakeholders to ensure business requirements were met, typically working within a three-month time period to get product launched.
- Managed teams workload to ensure that projects run smoothly and are delivered on time while proactively planning for bugs, patches, and additional testing.
- Administered 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 strategic planning milestones working closely with colleagues, stakeholders, support and third party vendors.

User Experience Consultant & Frontend Engineer, Consultant

Raleigh, NC | 1/2011 - Present

- Software development utilizing PHP, MVC frameworks, HTML/CSS, JavaScript/jQuery, Drupal, WordPress, MailChimp, SalesForces, Google Analytics; Responsible for projects from concepts or delivery.
- Consulted with companies to identify business and technical requirements of small to large business models to create more advanced web applications.
- Conducted in-depth market and competitive analysis of historical and future business trends to develop new innovative features and functionality that support business objectives.
- Trained clients on 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.

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, 2015

Professional Writing, 2009