

L. BRITTANY GLOVER

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(336) 693-0611

SUMMARY

Brittany comes with 9 plus years of industry experience spending the last 5 years with IBM and CA Technologies in product strategy, management and innovation, delivering high-quality, customer approved software applications. Brittany's experience bridges business, marketing, sales and engineering. She has a strong foundation in UI/UX development early on in her career working on various consulting engagements complemented with her Masters of Arts in Interactive Media.

CERTIFICATIONS

SaFe 4.5 Agilist, 2018
Certified Product Owner, 2016
Certified Scrum Master, 2017
Professional Writing, 2009
Offering Mangement, 2015
Professional Writing, 2009

SKILLS

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	Design Thinking

EXPERIENCE

PRODUCT MANAGEMENT & USER EXPERIENCE CONSULTANT | RALEIGH, NC

Nov. 2011 - Present

- Provide consulting services in strategic market analysis, tactical product development, technical platforms and recommendations on strategies and execution for achieving set OKRs and KPIs for current and future products.
- Profile market & customer needs to provide insights into planning process, from multiple sources: sales and marketing teams, primary and secondary market research, customer interviews, industry analysts, and mining of internal customer data.
- Specify market requirements and innovative opportunities for products by conducting market research supported by on-going, intimate knowledge of existing customers and non-customers (prospects and competitors) and developing business cases.
- Develop GTM (go-to-market) plan to enable market adoption of the roadmap and work with all relevant teams to ensure agile quality product development software lifecycle and launch execution.
- Develop user experience prototypes and software development utilizing PHP, MVC frameworks, HTML/CSS, JavaScript/jQuery, WordPress, MailChimp, Salesforce, Google Analytics, Watson and other technologies.

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EXPERIENCE

CA TECHNOLOGIES | RALEIGH, NC

Sept. 2016 - Nov. 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 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 a 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.

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EXPERIENCE

IBM | DURHAM, NC

Oct. 2015 - Sept. 2016

USER EXPERIENCE PARTNER & OFFERING MANAGER, 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-lead 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

- 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.

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EXPERIENCE

FRONT-END WEB DEVELOPER Smashing Boxes | Durham, NC

Nov. 2012 - Mar. 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 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.

WEB DESIGNER & FULL STACK DEVELOPER SAS (Acquired rPath) | Cary, NC

Dec. 2011 - Nov. 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.

EDUCATION

Master of Arts in Interactive Media

Elon University, May 2011

Bachelor of Arts in English

Minor in Journalism and Leadership Studies

University of North Carolina Wilmington, December 2009

REFERENCES

Available upon request