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| **Top Skills***Highly-Experienced Contract Consultant for Agile Roles* | * Technical Product Management with Scrum Product Owner Certification
* Certified Agile/Scrum Coach and Startup Specialist
* Agile Transformations
* Certified Scrum Teacher
* Travel Industry Experience
 | * Technical Program Management with Scrum Master Certification
* Process Development and Implementation
* Atlassian JIRA and Confluence Design, Implementation, and Management
* Microsoft Azure DevOps Implementation and Management
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| **Chief Consultant and Business Analyst*Tooliedotter Inc.***Mar 2001 - PresentTechnical Project ManagementContent DevelopmentInstructional DesignWeb Design & Development | Tooliedotter, Inc. provides business strategy and process analysis, technical project management, content marketing, and product marketing consulting services with a remote-first approach.* Worked with over 120 individual entrepreneurs, small businesses, and associations to identify intellectual property worth turning into new consumer-facing products for their businesses, from concept to product launch. Assisted with or wrote marketing collateral for clients to optimize engagement, target new clients, and incorporate customer feedback.
* Built products for customer-facing technical content sold over the Internet; created Camtasia (screen-capture) video training modules, tutorials, and explanatory content. Created an online application process that boosted member engagement from72% to 94%.
* Produced, refined, or repaired over 200 open-source websites, blogs, article sites, and membership sites on Linux and AWS for clients and for the company, including visual design, site flow, UX, and layout. Ran A/B testing and other experiments to optimize content. Focused on user engagement, adoption, and customer success to drive retention and improve business outcomes.
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| **Sr. Scrum Master/Product Owner*Alaska Airlines***May 2024 – April 2025Technical Scrum MasterTechnical Product OwnerAgile TransformationAgile Coach | **Product Owner:** Led quarterly product planning for 6 teams working on a Sabre-based iOS mobile app for airline employees. Engaged in product and feature development across multiple teams, with cross-functional collaboration with teams in other areas of the enterprise, and worked with stakeholders to clarify requirements. Worked with User Experience professionals to refine the UI. Ran story-mapping meetings, Sprint Planning, and clarified acceptance criteria for their software modules. **Sr. Scrum Master:** Led 4 different scrum teams. Conducted Scrum ceremonies (standup, review, retrospectives, planning), helped manage backlogs, and coached and mentored other scrum masters and scrum product owners. Consolidated, deduplicated, and edited 10 working agreements into a single working agreement. Created a SharePoint site for better visibility and consistent team behaviors. Created custom Azure DevOps query scripts to solve capacity/velocity reporting issues. **Agile Coach:** Led a coaching and mentoring subgroup on a team of 18 scrum masters. Created and populated an Agile Delivery SharePoint site containing team-produced resources that elevated the profile of the Scrum Masters Team across the organization.  |
| **Sr. Scrum Master*Starbucks (Corporate)***Aug 2023 – April 2024Agile TransformationTechnical Scrum MasterAgile CoachSystems Analysis | **Senior Scrum Master:** Led 3 project teams, the Real Estate Transaction Management (leasing) team, the Atlas (geolocation/geospatial) team, and the Portfolio Management Team (finance and resources). Ran standups, sprint planning, sprint retrospectives, and other Scrum ceremonies. Established cross-team communication and Scrum practices using Jira. **Agile Transformation:** Codified Scrum practices, mentored other Scrum Masters, training Scrum teams, generated definitions of Ready and Done, defined development practices and standards, worked with both on-shore and offshore development teams, and smoothed cross-project communications and processes. **Systems Analysis:** Studied inter-team dynamics in IT, interviewed internal teams to gain their insights, mapped ServiceNow processes for their information systems, wrote and negotiated working agreements to improve the flow of work, and to prevent bottlenecks in engineering.  |
| **Consultant*Tooliedotter Inc.***April 2023 – August 2023Content StrategistExecutive-Level TrainingAgile Coach | **Consultant**: Took 3 courses on ChatGPT to learn prompt engineering. Practiced role-based strategic interactions with ChatGPT for executive-level training and consulting; generated content for blog posts (personalized and customized), generated marketing materials and marketing copy for websites (also customized); generated training content for Agile/Scrum scenarios; and used ChatGPT to solve programming problems for in-house software utilities.  |
| **Sr Scrum Product Owner/Scrum Master*Expeditors/Helo Team***May 2022 – March 2023Product and Team StrategistTechnical Scrum MasterAgile Coach | **Product Co-Owner**: This early-stage Strategy and Innovation team was created to build a SaaS supply chain management product. Prioritized features based on the full product life-cycle, including research, design, specifications, metrics, use cases and more. Participated in top-level strategic short-and long-term positioning strategy, product decisions, product roadmaps, and timelines. Worked with the Data Science team on data mapping of external source data into the existing data infrastructure. Wrote Epics, Features, and Stories for the Product Team and contributed to UX/UI design and processes. Advocated as voice of the customer, taking in user feedback, and prepping for user onboarding. **Agile Transformation:** Initiated Scrum practices for 5 development teams to use Azure DevOps (ADO). Mentored Team Leads in scrum practices, established sprints, sprint planning, sprint retrospectives, and other Scrum processes. Interviewed and onboarded new team members, mentoring them in team culture and scrum practices. Cleaned up prior ADO content, and updated a 450-page internal Wiki with current practices and team "tribal" knowledge.  |
| **Product Analyst and Agile Coach (SAFe)*Boeing Global Services***March 2022 – June 2022Product AnalystRelease Train Engineer (RTE) | **Systems Analyst:** Did a broad analysis of the 5 teams who develop the code for a 3-D design environment. Identified strengths and weakness, interviewed development and test leads for process improvement, and proposed end-to-end recommendations. **Scrum Master/RTE:** attended and conducted Daily Standups, and led quarterly Program Increment (PI) planning for a team of over 100 people. Coordinated with the Development manager on Azure DevOps (ADO) best practices and Backlog Grooming; with the project manager (PMO) on scheduling; and with management for on-boarding. Represented our teams to the Solution and Executive levels. |
| **Sr. Technical Product Owner and Coach *Expedia Group***October 2021 – March 2022Sr. Technical Product AnalystAgile/Scrum Coach | **Sr. Technical Product Owner:** Led a data lineage/data catalog infrastructure project within the development team to identify and gather metadata on an extremely complex streaming data system that involved data lakes, data warehouses, and relational databases. Worked across teams to facilitate data transfers and data governance across the enterprise, implementing timely data-gathering processes to refine customer offerings. **Agile Coach:** Worked with the Division director on improvements to their software intake process to adjust it to Scrum principles and behaviors. Created and delivered comprehensive Scrum training to 6 teams of software and data engineers, as well as a team of technical program managers on 3 continents.  |
| **Technical Product Owner/Manager *98point6 Telemedicine***Apr 2021 – October 2021Technical Product Owner/ManagerScrum Master | **Product Owner:** Coordinated with the Senior Product owner to establish product requirements and acceptance criteria, and contributed to this healthcare project strategy in a fast-paced, ever-changing environment. Identified and reduced patient pain points in the design of the user interface, physician interactions, and engineering priorities. **Scrum Master/Agile Coach:** Took on a previously shelved product feature and helped ship it in less time than forecasted. Set up Scrum practice based on Atlassian Jira. Cleaned up the backlog and established Scrum Ceremonies; ran Daily Standups, Sprint Planning, Sprint Refinement, and Sprint Demos; and taught the team how to more effectively use Jira. **Technical Analysis**: mapped the connections between multiple services for three additional features to aid rapid technical design.  |
| **Sr. Technical Product/Scrum Manager *Providence Health***Aug 2020 – Mar 2021Sr. Technical Product ManagerScrum MasterAs-Built Technical Documentation | **Product Owner:** Reported to the Director of Marketing Platforms Data Engineering, on a healthcare provider data management project. Coordinated with third-party data visualization vendors, managed schedules, and contributed to project strategy and prioritization. Worked with Google Analytics, other data analysis, and data-driven user research results, using them to refine product features as a creative approach to reaching new patients. Efforts focused on increasing revenue while empathizing with patients and preserving their privacy. **Scrum Master:** set up a new Scrum practice based on Microsoft Azure DevOps. Designed area paths, set up Git repositories, established Scrum Ceremonies, ran Daily Standups, and coordinated with the larger DevOps practice within the company. **As-Built Docs**: Wrote a huge set (over 300 pages) of as-built documentation of a massive master data management tool that ran extract/transform/load (ETL) operations and deduplication of over 7 million records. Tracked personnel, vendor sources, and per-table connections using Oxygen XML and related tools.  |
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| **Sr. Technical Analyst & Program Manager *JPMorgan Chase Commercial Real Estate***March 2019 – Feb. 2020Agile CoachingExecutive-level Project Management & ReportingBudgeting & Forecasting | **Project Analysis & Management:** Reported to the Chief Technology Officer, served as a Project Manager for an IT software development organization of 115 people in 4 US cities plus Bangalore, India. Measured and tracked KPIs, and provided progress reporting to the management team on 6 active projects as well as smaller applications. Produced executive-level slide presentations, reports, and narrative documents that are delivered to the entire CTO/CIO level within the division. **Budget:** Coordinated multi-year, $2.2 million budget efforts by provided data for long-term planning. Worked with Finance and Strategy on roadmaps, headcount tracking, and personnel. **Agile Coach:** Provided coaching to 4 existing teams; coordinating knowledge-sharing sessions, and driving improvements in staff tracking, management, and education. |
| **Sr. Technical Product Manager/Certified Scrum Master*Providence Health***May 2018 –March 2019Scrum Master/Project ManagementProcess Analysis and DevelopmentCustom ProgrammingData IntegrationUser Acceptance Testing | **Sr. Product/Program Manager:** Led the day-to-day strategy, coordination, and implementation of a large-scale commercial CMS website consolidation across an entire health system of 875 hospitals and clinics that serve 5 million patients. Coordinated the involvement of multiple stakeholders including hospital CEOs, Marketing & Communications, UX/UI designers, external vendors, and remote team members. Worked on a go-to-market (GTM) strategy to consolidate content and differentiate Providence from other healthcare providers. **Scrum Master for Data Integration Project:** Led the integration of patient data with a new marketing platform to expand communications with patients and prospective patients. Conducted daily scrum calls, working directly with developers, writing test cases, and coordinating user acceptance testing. Provided Agile coaching and trained team members on Agile/Scrum principles and conducted regular Scrum meetings such as Daily Standups, Sprint Planning, and Retrospectives. Programmed custom reports for progress tracking, and wrote custom code to tie external systems together.  |
| **Senior Technical Manager/Amazon Web Services Projects*Bridge Partners Consulting*** Aug 2016-March 2018Senior Technical PMProcesses and OperationsAWS Technical ExpertScrum Master | **Technical Product Owner:** Researched potential product offerings, conducted strategic planning sessions for product strategies, and wrote messaging and positioning documents. Codified deliverable types, worked with visual designers, tracked KPIs, worked on time-based, effort-based custom-programmed reports, and mentored new hires. Created and enforced a consistent product lifecycle. Deliverable types included technical blog posts, case studies, and architectural diagrams. Designed overall team workflows, established task tracking and communications using Atlassian JIRA, Atlassian Portfolio, and other add-ons, and served as administrator **Direct-to-Client Consulting:** Program-managed several projects to prepare go-to-market content for our client's partner platform, partner software marketplace, and use case-based content. Provided Agile coaching and trained team members, conducted daily Scrum/Kanban meetings, and acted as subject matter expert for a team of 25 consultants working for Amazon Web Services (AWS)..  |
| **Technical Internal Communications PM *Disney Interactive Media (Vendor)***April 2016-June 2016 Process and Content Analysis | **Technical Marketing Analysis:** Worked with the Senior Enterprise Architect to develop a campaign to bring developers into compliance with a program instituted after open-source software was already in use. Analyzed existing processes to identify coverage gaps, assessed usability of the existing system, and encouraged streamlining of workflows prior to the start of the campaign. Created branding, selected imagery, and chose accompanying themes. Wrote marketing collateral, restructured the documentation, rewrote existing content, and redesigned and enhanced their Atlassian Confluence site. Wrote communications for Slack, Yammer, and email campaigns. Developed an editorial calendar to maintain ongoing communications.  |
| **Senior Content Consultant/Presenter*Microsoft Corporation (Vendor)***Nov 2015-Feb 2016Content Analysis, PlanningGithub Community Content DevelopmentField Training Programs | **Content Analyst:** Analyzed the existing Executive Briefing Center's intellectual property assets, and developed new content to deliver to visiting executives, delegations, and internal briefing leaders. Synthesized demonstration content from transcribed recordings, rearranged and updated content to match mandated objectives, and developed new content to address the training requirements provided by on-site staff. **Technical Presenter:** Developed entirely new demonstrations, with preparation steps and step-by-step scripts. Delivered demonstrations to foreign delegations via line-by-line translations. Reviewed and analyzed existing style guides from multiple sources and pulled together the best quality and most compliant documentation on writing and editing for internal team use.  |

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| **Technical Communications Program Manager*SpaceCurve, Inc.***Feb 2013-Aug 2015Content Analysis, Planning, DeliveryCustomer and Field Training ProgramsDeveloper Community Online ManagerInternal AWS Specialist | **Technical Program Manager:**Analyzed the existing corporate intellectual property assets for this early-stage product, and developed a plan to capture, develop, and distribute and evangelize a consistent message to prospects and customers through corporate content, including slide decks, booth demos, hands-on labs, online self-paced training, and standard documentation. Designed the first documentation set (including the overall appearance and structure) for a Big-Data and Internet-of-Things database platform, working directly with senior management to prioritize content over numerous releases, including technical materials for marketing purposes.**Developer Community Manager:** Designed, installed, and populated an online developer community using add-ons and custom code for the existing corporate site. Worked with programmers to capture existing customer demo applications and have them converted to integration tools. Worked with the Sales department to automatically capture developer leads for grassroots adoption.**Internal AWS Expert:** Researched, analyzed, and initially managed AWS assets for the company, training employees as needed, and serving as an ongoing resource. Worked directly with AWS personnel on solutions to Space Curve’s infrastructure needs, including EC2, IAM, SES, Route 53, CloudFront, CloudFormation, and other AWS services. |
| **Sr Technical Media Consultant & Writer *Amazon Web Services****.*May 2012-Feb 2013Videos for the [Corporate YouTube Channel](http://www.youtube.com/amazonwebservices)Cloud Technical Content | **Content/Media Consultant:** Advised on training media development. Created developer documentation (conceptual, topical, and reference) and screen-capture, how-to video content for Amazon's Web Services' video channel on YouTube.Wrote technical content for multiple AWS products: Amazon S3, Amazon EC2, Identity and Access Management; DynamoDB and others.  |

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| **Education*****Bachelor’s Degree****, Wheaton College, Wheaton IL****Master’s Degree****, Calif. State Univ. at Fullerton* | **Programming Languages and Tools****Agile Development** *–* JIRA, Azure DevOps, Confluence, Git, GitHub**Project Management** – Clarity PPM and related tools**Programing:** *–* PHP, HTML, CSS, XML, XSL, XSLT, Markdown |
| **Credentials*****Certified Scrum Product Owner*** *– SCRUMstudy.com****Certified Scrum Master*** *– SCRUMstudy.com****Certified Agile Master*** *– SCRUMstudy.com****Certified Scrum Trainer*** *– SCRUMstudy.com****Authorized Training Partner*** *– SCRUMstudy.com****State of California*** *– Community College Lifetime Instructor Credential #* *369747****State of Illinois*** *– Teaching Credential (expired)* | **Media Skills****Adobe Creative Suite**: Premier Pro, Dreamweaver, Photoshop, InDesign, Audition, Acrobat Pro**Video:**Screen Capture (Camtasia), Full-motion Video, Voiceovers**ChatGPT Skills****ChatGPT Prompt Engineering**: Interactive Strategy and “As-If” Role Play; Research, Content Generation, and Customization; Software Code Problem-Solving |
| **Books****Co-author** *– MFC Programmer’s Workshop*, Frank Crockett and Jocelyn Garner, Microsoft Press | **Leadership*****National Speakers Association*** *– Professional Member, Local Past President, and National Leadership Team Member* |