**James Snead**

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**Senior Technical Program & Senior Project Manager**

*Multifaceted technical expert, with success leading cross-functional teams in the completion of global Programs and Projects.*

High-achieving and detail-oriented program/project manager with 20 years of experience acting as a change management agent to transform organizations through redesigning business processes and the migration of legacy systems to new systems and platforms Global experience developing and deploying enterprise platforms in the EU, US, and APAC. Ability to achieve consensus and cooperation with stakeholders in highly matrixed environments. Excellent manager, who will take time to coach and mentor team members for career growth and corporate success.

**Core Competencies:**

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| --- | --- |
| * + Program Management   + Project Management   + Product Management   + Leadership   + Mentoring   + Portfolio Management   + Project/Program Budget Management   + Resource and Vendor Management   + Software Development Life Cycle (SDLC) Project Management   + SFDC Architecture & Development   + System & Cloud Based Architecture & Design   + Stakeholder Communication & Management | * + Disaster Recovery/Business Continuity Planning   + Agile & Waterfall Software Development   + Machine Learning & Artificial Intelligence   + General Data Protection Regulation Compliance   + B2B/B2C Ecommerce Platform Development   + Quality Assurance Testing   + Data Security/ Regulatory   + Regulatory and Health Data Compliance   + Quality Management Systems (QMS)   + Change Management   + Global Programs/ Project Planning   + Risk Management   + Roadmap Management |

**Professional Experience**

**Senior Salesforce Program Manager -Workday,** Pleasanton, California 9/2021 -Present

Lead redesign and migration of Salesforce Classic customer configuration to salesforce lightning with direct partnership with Salesforce.com Professional Services playing the role of system integrator guiding Workday internal development team through Migration.

* Facilitates daily stand-up, iteration planning, sprint review, and iteration retrospective.
* Manage development of a project and facilitate sprint releases.
* Create project timelines using smartsheets
* Guides team in time estimating practices and facilitates team estimates.
* Work with the team leads to resolve people problems and project roadblocks.
* Lead team retros to help teams continuously improve their practices to ensure maximum productivity.
* Develop bi-weekly project readouts and present presentations to senior VP level leadership.
* Maintain team data in project management software (i.e. JIRA, Manuscript, etc.) to support estimates and execution
* Supports product owner(s) with intra-team dynamics with respect to priorities and scope Manage other special projects as

assigned

**Senior CRM & Tools Operations Manager Partnerships • Facebook,** Menlo Park, California 10/2020- 9/2021

Lead planning, designing and implementing CRM (Salesforce and inhouse CRM) systems and related tools, data ingestion with the CRM engineering team.

* Gather Business Requirements - Liaison with technical teams and business leads to drive business requirements and deployment of CRM.
* Oversee partner operations teams, both onshore and offshore, training the team, setting KPIs, tracking progress, and measuring results.
* Create CRM and internal implementation roadmap (with the CRM and tools engineering team), and opportunities for internal tools and platforms, across Early-Stage Partnerships - Payments, Commerce and Developer Partnerships.
* Create mechanism for internal tools roadmap development as well as a stakeholder feedback channel for new and existing tools.
* Hands on configuration to develop proof of concepts solutions to support business units
* Provide backlog management, iteration planning, user stories, workflow documentation.  
  Drive CRM adoption once is developed. Help to deploy and maintain dashboard or other reporting.
* Design and implement process improvements. Build a sustainable model in the backend to collect data with the engineering team.
* Aggregate all partner data to deliver actionable insights and reports across the organization  
  Develop strong collaborative relationships with key stakeholders, and prioritize according to business value, ROI and business impact.

**Senior Salesforce Technical Project Manager /Salesforce Product Manager • Splunk**, San Francisco, California 6/2018 – 06/2020

Ensure successful completion of five Salesforce projects with a value of $5.5 M. Establish scope of work, milestones, and timelines for delivery. Lead initiative to deploy customized Splunk Ideas Salesforce Communities platform and reduce implementation time by three months. Ensure all Salesforce projects are in alignment with organizational objectives and can meet timelines independently of each other. Maintain consistent communication with C-level executives and provide weekly updates on project progress. Communicate with change management office on projects that affect multiple departments and lead senior executive steering committee meetings for global development/deployments with teams in EMEA, APAC, and US. Perform risk management to identify risks and develop options for mitigation/ resolution

*Key Accomplishments:*

* Develop and execute project to automate partner order process and integrate it with Salesforce, NetSuite, and remove Apttus CLM & CPQ to Steelbrick CPQ platform integrated DocuSign CLM.
* Oversee partner operations teams, both onshore and offshore, training the team, setting KPIs, tracking progress, and measuring results
* Led Integrated Splunk Certification Project with Pearson Certifications testing group, with centers across the US.
* Led implementation of Mulesoft framework and integrate Pearson with Salesforce and Splunk Education/Training web platform.
* Led Planning and execution People AI Implementation project globally to ensure that all sales teams’ business interactions such as Calendar Invites and emails with clients are captured within Salesforce automatically, eliminating loss of data and freeing up time for more efficient GTM initiatives.
* Devise statement of work for People AI vendor and partner with internal Splunk legal team and HR to create vendor agreement plan and rollout execution plan due to capturing of Splunk employee data and customer data within a third-party platform with GDPR implications.
* Manage vendor relationships, project budget and performance.
* Lead Salesforce Platform governance plan with Salesforce Senior Architect and plan phased execution.
* Facilitate Salesforce Scrum of Scrum meetings for development teams in Marketing, DevOps, Sales Ops, Customer Success and Business Applications.
* Co-Lead bi weekly salesforce platform governance meetings with salesforce architect to assess potential risk for incoming projects integrating with salesforce and asses impact to downstream applications integrated with salesforce
* Provide weekly status reporting and ensure sound communication across Salesforce organization between various groups (Data Security, Partner Enablement, Legal, Dev Ops, Customer Support, Customer Success Management, Change management, Marketing, Sales Ops and Sales departments)
* Collaborate and partner with Business leaders in determining long term roadmap of CRM platform such as Conversion project to salesforce lighting and Outreach IO deployment for marketing.
* Leverage Salesforce.com AppExchange partnership to cut project timeline in half for Splunk Ideas Communities platform project by salesforce.com professional service team providing SDFC Sandbox with new Salesforce Ideas features presented at last year’s dreamforce conference.
* Partner with Data Privacy and Legal dept in writing employee consent salesforce pop-up for internal sales team end users for Salesforce Einstein and People AI (Machine Learning) email/ calendar activity capture and partners login to communities.
* Hands on SFDC Administration when my team is overwhelmed deploying SFDC workflows in Stage Environment for process review meetings of employee/customer consent with Legal and Data Privacy stakeholders.
* Partner with salesforce.com professional services group to devise Einstein analytics implementation plan globally to support sales teams in US, Canada, EMEA and APAC.
* Provide technical leadership such leveraging Splunk’s machine learning AI to integrate AWS redshift and Snowflake sales achievement data via salesforce Einstein analytics to create predictive models for presales activities such as which clients would be interested in certain products prior to product release.
* Define Statements of work (SOW) for vendors such as people AI, Opentext EDI, Pearson Certifications, Salesforce.com professional services, Accenture and Google.
* Led Program Kickoff meetings and steering committee discussions for Salesforce Programs.
* Leverage ongoing projects such as workday integration redesign to implement OKTA distribution list for third party AppExchange deployment to specific business units like North America Sales and Marketing Reps.

**Senior Technical Program Manager** **• University of California San Francisco** -SFDC Patient Management Platform, 11/2017 – 6/2018

Drove results, leading team of 22 technical professionals, for strategic technical planning related to three programs, using different technology platforms, focused on all phases of clinical trials for breast cancer research studies. Ensured data met all regulatory requirements for Breast Cancer Research Match Studies and I SPY Studies. Planned development of new Electronic Data Capture EDC platform and integrated Salesforce Patient Portal, using Salesforce Health Cloud and Communities. Headed planning efforts for migration from UC Davis Data Center to complete cloud-based architecture.

*Key Achievements:*

* Managed Salesforce.com resources, seeking funding for development. Delivered high-impact presentations to VP of life sciences for Salesforce.com, and others, displaying return on investment (ROI) for Salesforce Patient portal (Health Cloud) and its features.
* Collaborated with legal and CFO to create business associate agreements with all software vendors such as Survey Monkey, Amazon Web Services, Google Cloud Services and Partners such as Salesforce.com, in order to ensure compliance with HIPPA regulations.
* Manage Einstein Analytics AI machine learning conversion Project from Wave Analytics to provide predictive models for patient quality of life trial studies.
* Managed multiple resources Several developers, Solution Architects, Project Managers and Business Analysts.
* Analyzing program risk and devise mitigation plan for migration of all Java Jboss application servers hosting patient data and Image data for breastcancertrials.org to secure AWS Cloud based architecture using Wildfly due to application vulnerability found in Java JBoss after Equifax security breach incident.
* Managed resources for three different programs at Breast Cancer Trials. Org. Ensure all data meets HIPAA, FDA, CFR Part 11, and GDPR regulations.
* Led hiring efforts for several key roles for Salesforce developers, Product Manager/Project Manager, Architect and Business Analyst.)
* Conduct Monthly 1 on 1 with for Salesforce developers, Product Manager/Project Manager, Architects and Business Analysts.
* Implementation of PMO Best practices across several project teams.
* Partner with CIO in defining technical and business strategic roadmap for the next 3 years.
* Partner with legal designing process for implementation of DocuSign informed consent for patient privacy.
* Led vendor assessment such as utilization of embedding survey monkey within salesforce for logging patient in clinic surveys administrated on an IPAD using salesforce mobile app.
* Provide program status updates to senior management
* Reported directly to Chief Information Officer.
* Partner with Salesforce.com professional services Architect to align solutions and design efforts for platform within strict development timelines
* Identify any risks in the model development process and provide solutions to mitigate or avoid the risk
* Led Implementation of Project Collaboration tools like smartsheets, Slack Integration with Jira Integration and redesign of Jira integrated with Zephyr test management tracking plugin to document test cases streamlining resource management for shared QA Engineer resources across several programs.

**Senior Agile Scrum Master/Project Manager** **•Workday**, Pleasanton, California 6/2017 – 11/2017

Delivered exceptional outcomes for strategic planning/resource allocation for Salesforce Advisory Project. Led two scrum teams, educating on best scrum development practices and architecture decisions for Workday Salesforce platform. Facilitated daily stand up meetings and collaborated with stakeholders on sales, service, and marketing. Monitored progress of Salesforce CRM advisory projects and customer Salesforce/Workday entitlement and identity project.

*Key Achievement:*

* Provided future Governance plan to create Leads, Contacts, and Accounts between multiple business units (Marketing Team for Marketing Cloud, Sales Team for Sales Cloud, Services Team for Services Cloud)
* Led Development efforts to Refactor existing salesforce classic platform for migration to lightning
* Led daily scrum meetings
* Facilitated Phase kick off meetings
* Led bi-weekly backlog grooming meetings across two scrum teams
* Manage Project Plans and deliverables
* Manage Change Management Plan and communications to stakeholders.
* Mange several shared development and business analysis resource across 3 separate scrum teams.
* Lead development effort across service cloud, Marketing cloud, Commerce cloud and sales cloud redesign

**Senior Technical Project Manager•** Autodesk**,** San Francisco California 10/2014 – 6/2017

Led cross-functional teams in strategic planning across platforms, maximize resources, while meeting organizational goals. Facilitated interactions between business users and development teams, reconciled conflicts, and maintained consistent communication with stakeholders and management. Spearheaded tactical planning related to portfolio programs and systems. Served as technical liaison between business stakeholders and product owners.

*Key Achievement*:

* Managed development, release, and maintenance of Enterprise Core Consumption and Reporting Platform (ECCR, serving enterprise customers, including Starbucks, Exxon, Lockheed, Pixar, Apple, and Ford Motor Car.
* Managed development efforts for Migration from preputial 3d software-based licensing model to eCommerce subscription-based model with Automating Customer renewals in direct partnership with multiple development teams.
* Managed Stakeholder communication between functional business teams and development teams (Marketing, Sales Ops, Contact Management, Billing and Fulfillment Services.
* Champion PMO practices team for migration from Rally to Jira and guide development team in efforts to use Git hub version control for large enterprise projects spanning across multiple applications.
* Led salesforce platform development roadmap for Enterprise customer platform (Implementation
* of Apttus CLM for Sales contract management, Implementation of informatica MDM)
* Partner with Program Manager for SAP Migration to SAP Hana ensuring requirements regarding Enterprise customer platform are being met.
* Mentor and Lead Business Analysts and development engineers are following best salesforce development and requirement gathering practices.
* Leveraged communication tools such as slack integration with Jira to commutate across multiple development teams.
* Led risk assessments of incoming projects to ensure there are no impacts to enterprise customer platform integration which encompassed AWS Machine learning, Drools Rules Engine, Kafka, SAP convergent charging, Salesforce Sales Cloud, Commerce Cloud, Service Cloud, Tableau Server, Sap Order Management module and Autodesk.com account management web application.

**Senior Data Integration Architect**, Keeco, Hayward, California, 6/2014 – 10/2014

Spearheaded progress for global projects, coordinating all activities with user groups. Led development activities with offshore teams, focused on the collection of analytic data to plan for supply chain management and define process for reporting information. Coached and mentored individual scrum team members and hired staff, as needed, to ensure successful and timely delivery of project

*Key Achievement:*

* Led discussions, across the organization, related to implementation of all enterprise architecture, information and data architecture, data processing and services and service-oriented architecture.
* Worked as Agile Scrum master for DevOps team in US and Supply Chain analytics team in Shanghai. Traveled to Shanghai monthly to lead architecture design and review meetings with Offshore Development team.

**Senior Agile Product Owner/Data Reconciliation Product Manager (BPM) • Comcast/Xfinity,** Philadelphia, Pennsylvania 8/2013 – 6/2014

Led team of 20 developers, engineers and business system analysts in all reporting and data migration/ integration activities. Prepared database data flow diagrams to support business units. Lead development of mock reports to support sales, marketing, and business strategic units, and deployed final reports into production.

*Key Achievements:*

* Served as data product owner for all commission-based sales orders from Verizon, BestBuy, All Connect and other indirect partners.
* Acted as Agile Scrum Master and led daily Agile scrum meetings, sprint planning, sprint reviews, and sprint retrospective for Commission ETL and OBIEE business intelligence teams.

**Senior System Engineer/Senior Business Analyst •** **Chevron,** San Ramon, California 1/2013 – 6/2013

Served as liaison between cost engineering analysts/business finance and support groups, from Gulf of Mexico to Latin American for the deployment and maintenance of 200+ projects valued at $500M. Prepared data extracts from SAP business warehouse and other systems. Designed Portfolio level reports in SQL Server Reporting Studios.

*Key Achievement:*

* Administered Project Server 2010 SharePoint interface and coordinated activities with IT Status SQL Development Team in Latin America related to end users, using Pilot Project Server System.

**Lead SFDC Technical Architect/Product Manager • Critical Mention,** New York, New York 1/2012 – 1/2013

Led group of five developers in the development and execution of business intelligence system integration with SFDC, using SAS programing to provide business finance reporting, forecasting, accounting and sales marketing strategy data analysis. Redesigned salesforce contract module to provide revenue recognition and reporting views to supply cash on hand and deferred revenue for media analytics contracts, including those for Southwest Airlines, McDonalds, and others. Contributed information and recommendations to strategic plans and reviews.

*Key Achievement:*

* Designed Salesforce end-to-end business process from sales, to billing, to contract renewals.
* Planned implementation of Kafka framework for messaging between Salesforce and internal web service platform.
* Configured and created data warehouse from Salesforce cloud-based URL to SQL Server 2012 Financial Business Intelligence system.
* Built relationships with end user teams and educated them on business rules, writing requirements, technical specifications, and mapping documents.

**Senior Technical Project Manager •** **Pacific Gas and Electric (PG&E),** San Francisco, California 10/2010 – 12/2011

Managed technical aspects of project during deployment of project management system, serving as IT liaison with project governance and business finance. Ensured proper reporting requirements from SAP business warehouse to SQL server project management system and additional SAS programming for cost and engineering of gas and electric transmission. Also, administered business finance reporting for budget and scope of project plans. Assumed role as Microsoft Server 2010 SME for project managers and IT administrators. Designed financial reports and process for finance reporting analysis.

*Key Achievements:*

* Developed SAP Finance budget reporting roadmap, related to installation and maintenance of gas and electric pipelines after San Bruno accident. Designed business process for finance reporting analysis and reports.
* Created detailed dashboard reports for upper management.

**Senior Business Analyst** **(Banking/ Wealth Management) •**Merrill Lynch/Bank of America, Hopewell, New Jersey 5/2010-10/2010

Spearheaded Requirements Analysis following merger & acquisition between Merrill Lynch and Bank of America. Created road map for implementation of web based SSRS global wealth management financial reporting platform, identifying and linking Merrill Lynch financial advisors (end users) with Bank of America clients.

*Key Achievements:*

* Developed implementation and development Plan
* Executed Daily Scrum meetings for Two development teams.
* Communicate change management plan to end users (Financial Advisors)

**Senior Demand Planner Analyst/ Project Manager (Commercial Pharma) • Sandoz,** Princeton, New Jersey-2/2010-5/2010

Performed elaborate analysis of data obtained from CDC trends for flu and measles epidemics, equipping clients including Walgreens, Walmart and CVS with sufficient generic drug supply. Led development team, Design and Support development of salesforce wholesale management platform. Documentation of Supply chain end to end SOP’s and processes/workflows.

**Senior Program Manager/Technical Architect (Clinical Trial Manufacturing and Supply Change Global)** • **Fisher Clinical Services** (Thermo Fisher), Allentown, Pennsylvania – 8/2008-2/2010

Lead Project Manager designing and ensuring successful deployment and implementation of key clinical systems related to project/study manufacturing management, document collection and archive, and data collection/transfer. Operated autonomously to deliver systems globally, on-time, and within regulatory and user required specifications. Partnered closely with Quality Assurance, Compliance, key stakeholders and vendors/suppliers to drive on-time project delivery, within budget. Directly worked with developers, provided training and oversaw development process in the US, UK and Asia Pacific offices.

*Key Achievements:*

* Partner with Quality Systems Project Manager to ensure Project Management Application Integration with SAP adheres to GXP FDA(US), EMA (EMEA) and CFDA (Asia) Regulations.
* Drive and Plan development of global Strategic Planning Application to streamline RFP, ERP (Resource Assignments), Site to Site Drug/Vaccine transfers and Clinical Trial Manufacturing to support blinded and unblinded studies for clients such as (ELI Lily, Genentech, Gilead Sciences and EMD/Merck) globally.
* Create SOW documentation for Development Vendor
* Create internal Business Review Documentation to secure project funding from Senior Leadership
* Collaborate and partner with QA, Drug Compliance and IT Ops in determining long term roadmap of ERP platform.
* Creation of scrum of scrum meeting structure to ensure alignment of timelines and resources across multiple orgs (regulatory, quality assurance and operations teams.
* GxP Regulated environment.

**Program Administrator/Database Administrator • Hibbert Group**, Trenton, New Jersey- 1/2008- 8/2008

* Updated MS Access databases and tables creating complex reporting queries; managed daily accounts and programs including marketing applications; developed testing via hands-on data manipulation and programming interface.

**Technical Project Manager (Pharma) • Direct Group** Robbinsville, New Jersey – 3/2007-1/2008

* Managed fulfillment process; coordinated with warehouse regarding kit fulfillment-AstraZeneca
* Wrote Business Requirement Documents for patient data masking processes for development teams. created production work instructions and SOPs. –AstraZeneca
* GxP Regulated environment

**Business Analyst/Data Analyst (Pharma) • Medimedia Icon,** Yardley, Pennsylvania- 1/2001-3/2007

* Created SOP for MS Access data entry screens detail instructions for mass data entry compiling of 500,000 records for patient assistance programs for various pharma vendors Pfizer, Novartis and Bristol Myers, Roche.
* Coordination with managers for incoming patient assistant program setup call scripts, SOP to capture adverse events and reporting.
* Provided forecast inventory reports for 150+ drug sample projects with unique job ID and project codes.
* Managed documentation of electronic filing system and prescription pads storage facility following strict state by state guidelines; performed follow up with reps regarding contact information and emergency shipments.
* Coordinated with managers and directors regarding incoming projects (Pharma patient assistance programs) and quality control efforts.
* Partner with QA department on masking patient data

**Education and Credentials**

**Bachelor of Science in Computer Science,** East Stroudsburg University, East Stroudsburg, Pennsylvania

*Certification as MS Project Server MVP*