**MATTHEW HEROLD**

**SPC, SAFe POPM, CSP, A-CSPO, CSPO, PSPO 2**

**424-385-1921**

**Enterprise Agile Coach | Agile Product Owner**

**PROFESSIONAL SUMMARY**

* Track record of great products released to the market.
* Understanding of data modeling, object modeling, and OO design principles.
* Provides industry-recognized coaching to Product Owners, Product Managers, Business Owners, Executives and Stakeholders
* Builds consensus and works to prioritize value delivery with Product Owners, Product Managers, Business Executives, Stakeholders and clients
* Collaborates with customers to co-develop a backlog and drive products and features from concept to launch in a fast-paced environment
* Translates requirements into well-defined product requirements including features, user stories, and acceptance test criteria
* Able to identify and proactively pursue Business Value across all work streams.
* Identifies Value Streams and Improve Portfolio Delivery and ROI.
* Works with development teams to delivery continuous flow of value to the business units.
* Able to deliver on a candence and synchronized across multiple teams and Agile Release Trains (ARTS)
* Able to work with Product managers, product owners, executives and business owners to plan Program Increments and assign Feature and Epic business values.

**CLIENTS AND KEY RESULTS;**

AAA – Emergency Roadside Assistance (ERS) System.

CUNA Mutual – CUNA-branded Life Insurance Value Stream

Disney – Disney+

Bank of Internet – H&R Block Merger, Online Bank Enrollment, Successful Exit to Naxios Bank

Lootcrate – Flagship subscription e-commerge store. #1 on Forbes Fast 500 2014.

Vocado LLC – VocadoM. Successful Exit to Oracle.

Enviance – Waste Management System. Successful Exit.

**EDUCATION and CERTIFICATION**

* **SAFe Program Consultant 4 (SPC 4)**
* **SAFe Agilist 5 (SA 5)**
* **SAFe Scrum Master (SSM 5)**
* **SAFe Product Owner/Product Manager (POPM 5)**
* **Certified Scrum Master (CSM)**
* **Certified Advanced Scrum Master (A-CSM)**
* **Certified Scrum Professional – Scrum Master (CSP-SM)**
* **Certified Scrum Product Owner (CSPO)**
* **Certified Advanced Product Owner (A-CSPO)**
* **Certified scrum Professional – Product Owner (CSP-PO)**
* **Certified Project Management Professional (PMP)**
* **Professional Scrum Product Owner (PSPO)**
* **ICAgile Agile Coaching Certification (ICP-ACC)**
* **Professional Scrum Master I (PSM I)**
* **Professional Scrum Master II (PSM II)**
* **Professional Scrum Product Owner I (PSPO I)**
* **Professional Scrum Product Owner II (PSPO II)**
* **MBA in Finance, AIU**
* **BS in Computer Science and Information Technology, Capella University**

**Capital Group (Irvine, CA) 02/20 – 02/21**

**Transformation Agile Coach | Product Owner**

Retained to remediate Capital Group’s DevSecOps program and foster quicker adoption by development teams.

* Worked with Product Owners in Infrastructure-as-Code, AWS and Azure Pipelines, and partnered Development teams to form a cohesive vision of the future DevSecOps pipeline state.
* 50% flow of value (Velocity) increase for the Infrastructure-as-code teams.
* 100% adoption of continuous improvement initiatives.
* 1000% reduction of build times for Continuous Integration (CI) and Continuous Deployment.
* Early Adoption Development teams for A/B testing, customer feedback, and active stakeholder involvement.

**AAA of Southern California (Costa Mesa, CA) 10/18-03/20**

**Agile Transformation Coach**

Brought in to assist AAA of Southern California in their Agile Transformation by teaching Product Owners and Product Managers how to identify, weight and prioritize business value, estimate timelines, develop MVP’s, develop PI roadmaps and solution roadmaps, and built-in-quality development practices.

* Created COP’s for Product Owners, Scrum Masters and BDD/TDD developers.
* Conducted large scale training on business value prioritization, effective and testable acceptance criteria, and technical best practices.
* Led Scrum Teams in the development and implementation of the DevOps Pipeline (Jenkins-based), and Emergency Roadside Assistance (ERS) platforms.
* Developed instructor-led workshops for developers.
* 70% reduction in defects for teams coached.
* 20% Market growth increase for products where Product Owners and Managers were coached.
* Rewrite of the Emergency Roadside Assistance (ERS) program for 99.99% uptime.

**CUNA Mutual Group (Madison, WI) 09/17 – 09/18**

**Agile Transformation Coach**

Retained to assist CUNA Mutual Group in their entire organizational agile transformation. Trained Executives on Value Streams and Value Stream Mapping, HR on Agile HR practices, Finance on Agile Budgeting practices and Business Units including Finance, Sales, Marketing and Compliance on Lean Agile Adoption.

* Increased team throughputs by up to 2500%
* Reduced Project Costs by up to 75%
* Reduced times to market by up to 80%
* Realized revenue up to 80% earlier on initiatives throughout the Business-to-Business (B2B), Direct to Consumer (D2C) and IT initiatives.
* Implemented scaling techniques to fit the vision and objective of the product line, including SAFe, LeSS and Nexus.
* Implemented the SAFe framework across over 400 developers in over 30 teams, creating several release trains, implemented Product Increment Planning (PI Planning), and training the RTE (Release Train Engineer) in their role.

**Disney Studio Technology (Burbank, CA) 03/16 – 09/17**

**Agile Coach | Product Owner**

Retained to resolves ailing development team working on Syndicated Regional and Municipal markets for Entertainment Identification Registry (EIDR) and revenue recognition systems by municipality in order to develop the Disney+ initiative.

* Increase team flow by 500% and developed continuous delivery of value in a CI/CD system.
* 30% early to market with both initiatives.
* 100% client satisfaction rate.
* Overall result was an early release of Disney+

**Bank of Internet Federal Bank (San Diego, CA) 03/15 - 03/2016**

**Agile Coach | Product Owner**

Retained to drive Agile transformation in software development department and act as the Product Owner for specific initiatives including; Merger with H&R Block, Salesforce CRM, Sharepoint internal, and online banking enrollment platforms.

* Led product teams on the integration of H&R block clientele to BofI, and seamlessly onboarded all 370,000+ customer accounts.
* Completed initiative 50% ahead of schedule by prioritizing business value and working with development teams to ensure clear user stories.
* Led Product teams on the online banking registration portal, resulting in a 50% increase of automation for the client and operations teams.
* Worked with DevOps to automate deployments and prioritize Agile Technologies, such as TDD/BDD and Open Source Libraries.
* Overall Result was a successful Exit to Naxios Bank.

**LootCrate (Los Angeles, CA) 03/14 - 03/15**

**Agile Coach | Product Owner**

Retained to grow market share, enhance e-commerce website, and open new product lines in smaller subscriptions and collectibles.

* Coached the front-end ecommerce team, resulting in both a great product and in a huge uptick of company revenue with the addition of an increased customer base of 72%.
* Increased productivity of software development teams by 96% through successful Agile Transformation.
* Led the Netsuite ERP implementation resulting in a 30% decrease in overhead for logistics and accounting departments.
* Overall Result – Lootcrate became #1 Fastest Growing Company on the Forbes 500 in 2014.

**Vocado LLC (Long Beach, CA) 09/12 – 03/14**

**Agile Coach | Product Owner**

Retained to drive Agile Transformation and Scrum framework implementation in a startup environment. Act as lead Product Owner for several Vocado flagship offerings for student aid loan packaging and integration with Apollo Group (University of Phoenix).

* Implemented, coached and mentored 5 scrum teams including product owners, scrum masters and stakeholders.
* Successfully brought 3 products to market in a fully SaaS/AWS environment.
* Overall result – Vocado had a successful Exit to Oracle.

**Enviance (Carlsbad, CA) 09/10 – 09/12**

**Product Owner**

Retained to lead development and grow market share of the Waste Management systems and custom client integrations with the Enviance flagship product.

* Led development teams on reducing time to market for custom integration packages by up to 90%.
* Increase market share of Waste Management by 800%
* Reduced clients emissions compliance failures by 60% - resulting in over $10MM saved for clients annually.
* Overall Result – Successful Exit

**MORE;**

AIG (San Diego, CA) 02/09 - 09/10

Product Owner

UNITED STATES NAVY 01/2003 - 01/2009

Product Owner

SAVON PHARMACEUTICALS 01/2001 - 01/2003

Product Owner

JC PENNEY'S CORPORATION 01/1998 - 01/2001

Software Engineer