

# BRITNEY HESTAND

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- Resume Commercial: <https://www.youtube.com/watch?v=Xp20raKSDtQ> •

## CAREER SUMMARY

Visionary product leader with 10+ years of experience integrating: people, data, processes and business systems. Specializes in de-tangling complexity and driving user adoption. Passionate about designing digital services that engage and capture users while solving customer problems. Master of compelling tailored communication and documentation at a technical, business, and relationship management level. Veteran in managing entire B2B and B2C product and program lifecycles from inception to disposal. Demonstrates leadership by collaborating and empowering others while holding self and team accountable. Flexible and easily adapts to competing demands, organizational changes, new responsibilities etc. Agilist experienced in breaking enterprise business objectives into product plans, roadmaps, epics, user stories etc.

## AREAS OF EXPERTISE

A/B Testing • Advertising • Agile Methodologies • Analytical & Decision-Making • Business Analysis • Business Development • Communication • Conflict Resolution • Cross-functional Team Leadership • Customer Engagement • Customer Relationship Management • Data Analysis • Digital Marketing • Leadership • Management • Marketing • Marketing Strategy • Operations Management • Product Design • Product Development • Product Lifecycle Management • Product Management • Product Marketing • Product Planning & Strategy • Project Management • Relationship Management • Social Media Marketing • Software as a Service (SaaS) • Software Development Lifecycle (SDLC) • Software Documentation • Strategy • Team Leadership/Motivation • User Experience (UX) • User Interface Design (UI) •

## PROFESSIONAL EXPERIENCE

Centers for Medicare and Medicaid (SEMANTICBITS) – Remote  
**Sr. Product Manager & Sr. Business Analyst**

Dec 2019 – Current

Transforming the Centers for Medicare and Medicaid goals into user friendly e-government products. Owns the lifecycles, product strategy, and marketing operations for a government-to-business (G2B) vertical. Continuous collaboration with the Centers for Medicare and Medicaid leadership and CMS affiliates on the security and interoperability of data initiatives covering over 60 million people.

- Achieved 850% of CMS' customer onboarding target; 100% successfully onboarded before launch date.
- Designed and executed Go-to-Market plan with short-term and long-term OKRs covering all release levels. Utilized beta release to accelerate product evolution and achieve product-market fit.
- Crafted demand generation programs accounting for each touchpoint in the customer/buyer journey (From building awareness to customer retention).
- Developed the engagement playbook, product positioning, video workflows, and produced all marketing content for websites, campaigns, explainer videos etc.
- Increased resource bandwidth and removed volume-growth roadblocks by quickly incorporating groupware to automate CRM activities (ie. data capture, automated targeted e-marketing programs etc.).
- Documenting future direction and priorities through IT roadmaps. Partnering with CMS affiliates on the development and execution of an integrated multi-year roadmap for a FHIR ® API product suite.
- Presenting at events and conferences as the portfolio representative and providing specialized training to C-suite executives.
- Tracking market drivers, performing A/B testing, and creating new opportunities with analytics and actionable intelligence across health data.

SONY ENTERTAINMENT PICTURES – Culver City, CA  
**Sr. Product Manager & Sr. Business Analyst**

June - Nov 2019

Reported to the VP of IT. Assisted in the strategy and operations of an evergreening \$18 million portfolio of applications for motion picture sales planning, distribution, and marketing. Guided a team of product managers and business analysts while supervising two global project teams. Increased the operational efficiencies of data-driven marketing and sales initiatives by developing and growing an in-house marketing resource management SaaS suite.

- Improved global pace by consolidating international and domestic business processes into a single hub with the ability to forecast, track, and actualize the effectiveness of marketing tactics for assets across multiple channels ie: TV broadcast, In-theater, OOH, print, social media etc.
- Triaged the at-risk Exhibitor Relations project and achieved a 37% increase in productivity after removing roadblocks, restructuring resources, reprioritizing roadmaps, and redefining features.
- Provided knowledge transfer on agile practices. Supervised and facilitated daily stand-ups, sprint planning, backlog estimating, sprint reviews, and retros.

- Worked closely with the VP of Marketing and business unit leadership teams. Defined and negotiated needs, priorities, and expectations.
- Developed propositions, roadmaps, and product plans to improve user productivity and experience. Gathered, prioritized, and illustrated product requirements through user stories, mockups, and prototypes.

3B NETWORK – San Ramon, CA

2017 - 2019

**Director of Product**

Constructed and executed a unique portfolio of original marketing funnels and strategic products in a raw entrepreneurial environment. Navigated the best path forward when confronted with competing requirements and priorities. Balanced multiple product life cycles, new ideas, team synergy, culture, rollouts, and reduced tech debt by fine-tuning long-term strategies.

- Drive daily progress and product decisions to deliver projects on time and within budget. Assisting in the development process by making trade-offs and resolving project issues.
- Created job requisitions, interviewed candidates, negotiated contracts, and hired resources. Provided leadership through coaching and routine performance management.
- Conduct market research, perform competitive analysis, and articulate product requirements through strong narratives ie: scripts, video workflows, storyboards, PRDs etc.
- Reduced costs 85% by bringing all development and marketing operations in-house. Advanced knowledge in media analytics, social channels, and mastered the Adobe product suite ie: Premiere Pro, Illustrator, Photoshop etc.

ESPN – New York, NY

2014 - 2017

**Sr. Product Manager & Sr. Business Analyst**

Launched a business and technology re-platform to scale and sustain market share. Decommissioned ESPN's global Ad-Sales system and delivered an in-house enterprise SaaS suite that drives both top and bottom-line revenue, optimizes order orchestration, delivers an enterprise view of inventory and order data, and enhances the customer experience to drive sales.

- Collaborated with data science, engineering, and International and Domestic Sales/Marketing leadership to define roadmaps, data migration strategies, and decommissioning phases.
- Boosted international revenue by integrating business processes and implementing automated workflows across multiple continents, countries, time zones, languages, currencies, and users.
- Gathered, analyzed, prioritized, and documented requirements. Worked closely with UX and development, performed testing, ran UAT sessions, and created all internal communication, training, and promotional material.

DISNEY – Burbank, CA

2014 (6 months)

**Sr. Product Manager & Sr. Business Analyst**

Strengthened the Disney ABC Networks group's management of marketing resources with technology to help track and report on marketing operations, streamline creative production processes, optimize budget, and manage creative content assets.

- Executed a gap analysis on existing applications to identify constraints, inefficiencies, and opportunities.
- Partner with internal teams to research and map user journeys and identify continued areas of growth.
- Created a powerful solution vision, product plan, and led the project team to execution.

DIRECTV– El Segundo, CA

2011 - 2014

**Sr. Business Analyst & Product Manager**

Executed a complete renovation of Directv.com and delivered the ENTERTAINMENT ® package (Remains 1 of 5 packages available today). Designed and defined the OTT NFL mobile app, supplying NFL to customers anywhere anytime. Expanded Directv's "Consumer Electronics Partner" platform to service all of DirectV's customer segments and built a configurable marketing application enabling the customization and launch of marketing programs for different target segments in real time.

- Performed user, customer, market, and competitive research. Identified user needs amongst new attractive market segments.
- Documented requirements in BRDs, use cases etc. and managed the development of multiple products simultaneously. Reviewed milestones with stakeholders and resolved project issues

AMGEN - Thousand Oaks, CA

2009 - 2011

**Portfolio Manager & Business Analyst**

Built and managed the portfolio of marketing ventures, sales enablement tools, and innovative digital products for Vectibix (a multi-million dollar pharmaceutical). Increased sales revenue by \$89 million through the launch of the Vectibix mobile app, CRM/PRM tools, branded and unbranded websites, and targeted campaign programs.

- Partnered with creative agencies, Vectibix marketing and Sales leadership, and sales reps.
- Reviewed SOWs, RFPs, negotiated contracts and conducted operating reviews with agencies and project teams.
- Tackled and optimized digital marketing initiatives through the documentation of user, functional, and nonfunctional requirements.

**TECHNICAL PROFICIENCIES**

Adobe (Illustrator, InDesign, Photoshop, Premiere Pro and XD) • Balsamiq • Microsoft (Access, Excel, Project, Teams, Visio, Office Suite) • Confluence • Cyberlink Powerdirector • JIRA • Miro • Slack • Zeplin

**EDUCATION**

**CALIFORNIA POLYTECHNIC UNIVERSITY - SAN LUIS OBISPO, 2009**

Business Administration

**Information Systems & Marketing Management**

DRC Scholarship, 2007, 2008 & 2009

**ROUEN BUSINESS SCHOOL – FRANCE, 2009**

Business Administration

**International Exchange Student**