**DeEtta E. Balthazar**

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**PRODUCT MANAGER**

**Program Management – Consultancy - Business Analysis**

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| --- | --- |
| **Product Design**  **Strategic Thinking**  **Process Re-engineering**  **Requirements Gathering**  **Quality Assurance**  **Stakeholder Engagement**  **B2B & B2C**  **Google Analytics**  **Cloud Technologies** | Passionate, value-driven professional with extensive Agile/Scrum experience overseeing the entire product life cycle from initial concept to delivery.  Track record of spearheading multiple projects aligning business goals with technology solutions to drive process improvements.  Known for ability to produce high-quality deliverables that meet or exceed timeline and budgetary targets.  Proven success leading teams to plan, build, launch, and manage world-class customized product solutions.  Tech-savvy fast-learner with innate communications abilities and a natural curiosity for many nuances of product marketing. |

**CAREER ACCOMPLISHMENTS**

* Directed seamless migration with minimal business disruption and accelerated adoption of a new digital collaboration platform.
* Set up automated billing process for Extranet that replaced manual process that required 30 manual hours a month in labor. Increased efficiency by 80%.
* Reduced cost for outside vendors by developing product management and business analysis online knowledge base and on-line course portal.
* Developed self-service Q & A knowledge base portal, reducing help desk tickets by 30%.
* Executed learning management system as a Project Lead and led Business Analyst Center of Excellence Implementation project.
* Implemented project of airline reservation system customer portal and Computer-Aided Dispatching (CAD) emergency response system.
* Published author of a series of business analysis and product management books.

**Professional Experience**

**E-Choice Solutions, established in 2002** |Irving, TX 2019 - Present

**CEO/FREELANCE PRODUCT MANAGER**

Oversee the development and delivery of products while focusing on analysis and design of workflows and business processes. Deliver training and consulting services to small- and mid-size companies. Develop online courses and conduct in-depth systems analysis.

* Planned, executed, and finalized several technical projects according to strict deadlines.

**CB Richard Ellis (CBRE)** |Dallas, TX 2012 - 2019

**DIGITAL PRODUCT MANAGER**

Managed task breakdown, prototypes, enhancements, and quality in collaboration with all departments and cross functional teams. Defined digital product strategy, business case, designs, product backlog, roadmap, and priorities. Evaluated product metrics and trends to assess product health and improvement opportunities. Documented and broke product features into user stories. Participated in Agile ceremonies, produced user and technical documents. Provided regular status meeting to steering committee, stakeholder groups, and executive leadership to make sure all parties were aligned with their expectations.

* Set a new benchmark for excellence by leading Employee Global Intranet Collaboration projects, Extranet project associated with development and management of automated billing process for external clients.
* Identified need for skills improvement, training guides, and led coaching sessions for product managers that improved overall work efficiency.
* Built an impressive record of advancement by designing knowledge base web portal.

ADDITIONAL EXPERIENCE (CONTRACTING):

**Product Manager**, Hewlett Packard, Irving, TX, 2011

**Business Analysis Manager**, Dole Fresh Vegetables, Monterrey, CA | University of California, Oakland, CA, 2010 – 2011

**Project Manager**, Hawaiian Airlines, Oahu, HI, 2007 - 2009

**Senior Business / Systems Analyst**, Jacksonville Fire & Rescue/Fidelity Investments, Jacksonville, FL | American Airlines, Dallas, TX | Nike World Headquarters, Beaverton, OR, 2005 - 2007

**Technical Proficiencies**

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| --- | --- |
| **Platforms**: | Learning Management Systems (LMS), SharePoint |
| **Tools**: | Power BI, InVision prototyping software, Aha Product Roadmapping |
| **Software**: | O354 (Word, Excel, PowerPoint) Visio, Project, Jira |

**Education and Certifications**

Jones International University | Centennial, CO

**Master, Adult Education (e-Learning)**

Northwood University | Cedar Hill, TX

**Dual Bachelor, Management Information Systems/Marketing**

**Certifications**

Certified Agile Product Manager,

Certified Business Analyst Professional (CBAP)

Information Technology Infrastructure Library (ITIL) Certification