

# Steve Stanley

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## Agile Product Manager / Business Consultant / Process & Solution Analyst

Competencies	Experience	Skill Level
Business Rule & Requirements Analysis	18 Years	★★★★★
Agile Process Guidance & Execution	16 Years	★★★★★
User/Customer/Shopper Experience	15 Years	★★★★☆
Web Application Business Models	12 Years	★★★★☆
Agile Product Team Leadership	8 Years	★★★★☆
UI Design, Prototyping & Usability	12 Years	★★★★☆
Quality Assurance & User Acceptance	17 Years	★★★★☆

Proficiencies	Experience	Skill Level
Office Tools, OneNote, Visio	18+ Years	★★★★★
Analysis, Facilitation, Communication	18 Years	★★★★★
Product Owner Responsibilities	12+ Years	★★★★☆
Strategic & Creative Problem-solving	16+ Years	★★★★☆
.NET Framework, SQL, HTML/CSS	10 Years	★★★☆☆
VersionONE, Jira, QualityCtr, Rational	9 Years	★★★☆☆
Web Services & Data Integration/ETL	6 Years	★★★☆☆

## Experience

**Pay-Tel Communications**, Greensboro, North Carolina

### Product Development Manager, Agile Team Lead

- › Manage the Software & Applications Development & Support Teams.
- › Responsible to Executive Team, Innovation Council and Product Owners for project estimation, status and success of our full portfolio of Business and Web Applications.
- › Manage and equip our Team of 17+ in-house, out-sourced, and contract Developers & IT Staff.
- › Established and facilitated 38+ Agile Sprint Cycles – in so doing, our rituals and principles have matured our team into a more motivated, cohesive and accountable unit.
- › Engage actively and routinely with Product Owners and Business & Technical Stakeholders to maintain our prioritized, value-ranked Product Backlog to plan each Development Sprint.

**2015 – Present**

## Acknowledgements & Kind Words

"We wanted Steve to join our Team because he is process focused and principle-driven. His Agile & consulting expertise has helped mature our Team."

- Alan Cassell, VP of Information Systems

"...the coolest Dude at Pay-Tell!"

- Connor Williams, Culture Ninja

"I don't know what we'd do if Steve leaves – He is an ideal team player and a great collaborator."

- Todd Thomasson, IS Manager

**JS Walker & Company**, Winston-Salem, North Carolina

### Senior Engagement Manager, Agile Coach, Analyst & Business Consultant

- › Responsible for Client Services and Project Leadership of custom application development solutions and consulting service offerings, often serving as Lead Analyst and Scrum Master.
- › Responsible for creation, presentation, and negotiation of client proposals and SOWs.
- › Always working to develop and improve our excellent customer relationships.
- › Dedicated to understanding our Clients' unique business challenges, assessing current market and competitive opportunities, validating goals and objectives, and establishing priorities.
- › Leveraging Agile principles to build product solutions through iterative software development.
- › Leading teams of Developers to ensure proper task assignment, uncover and remove impediments to project success, conduct sprint planning sessions, retrospectives and demos.

**2012 – 2015**

"Steve takes the time to follow-through and really invest in our Team, encouraging them to strive for 'Client Delight' in every engagement."

- Richard Bell, VP of Consulting

"I love innovating with Steve; we're always coming up with something exciting and inspiring."

- Terry Floyd, Scrum Master & Agile Coach

"Steve embraces the heart of Agile & Scrum... he loves building Teams and watching them thrive –"

- Tim Watts, Sr Engagement Manager

**TIAA-CREF Secure Web Solutions**, Charlotte, North Carolina

### Senior Application Analyst/Consultant

- › Provided specialized subject matter expertise to design-development process in Agile and water-fall projects related to secure web center applications.
- › Managed Business Analysis & Functional Design for 6 high-value development projects extending and enhancing TIAA-CREF's Retirement Administrator Web Application Suite.
- › Partnered with Product Owners, SME's & Technology Leads to represent design requirements.
- › Worked to deliver on-time - within budget; aggressively meeting customer expectations.

**2010 – 2012**

"Steve is the one guy you want on your team when you're trying to improve process efficiency... Steve really understands what needs to be accomplished."

- Russ Fleming, Sr Business Consultant

"Before Steve was even on our team, he was reaching-out to help our Analysts. Exceptional!"

- Susan Stevens, Sr Program Manager

**.COM ?'s (DOT.COM Questions)** Consulting Services, Clemmons, North Carolina

### Principal Technologist, Business Consultant, & Strategist

- › Provided leadership services to companies implementing technology & business processes.
- › Served as a Business Analyst & Application Developer for a wireless device company delivering an industry-specific communication mobile messaging solution.
- › Served as the Director of eBusiness Strategy for an international food-industry magazine.
- › Senior IT Analyst/Strategist assisting the new IT Director to implement numerous process reengineering initiatives including: MRP migration, IT service catalog, and Web projects.

**2001 – 2012**

"I can always count on Steve to provide sound advice, clear recommendations, and follow-thru."

- Jack Woerner, C-Level Venture Partner

"He thinks like an Inventor, operates like an Owner, and delivers like a true Professional."

- Dr. Rick Herber, Entrepreneur / Client

## Education, Qualifications & Associations

Graduate Studies: Masters of Science (MSM) **Business & Technology Management, Colorado Technical University**

Bachelor of Science: **Computer Science & Industrial Design, East Carolina University**, Greenville, NC.

Certified Agile Practitioner, Scrum Master, Product Owner & Agile Team Coach; IIBA Agile Analyst

Member of: Agile Carolinas; NC PMI; Clemmons Civic Club; Triad Entrepreneurs' Mastermind

# Steve Stanley

## Agile Product Manager / Business Consultant / Process & Solution Analyst



### *Summary: Roles, Responsibilities & Specific Areas of Focus*

For the past 2+ years, Steve Stanley has served as the Manager of Product Delivery for Pay-Tel Communications. This leadership role within the Information Systems division is responsible for the management, equipping, and coaching of analysts, developers, technical staff and product owners, ensuring the successful delivery and support of the over 50 business and customer-facing applications.

Steve Stanley served as Senior Consultant and Engagement Manager with JSWalker, responsible for project leadership, business analysis, and engagement strategy. He routinely contributed to all aspects of the success of consulting efforts by providing client strategic direction; scoping, sizing & solution planning; project execution leadership; Agile process coaching; as well as on-going Development Team management. Steve was also responsible for creating, presenting, and negotiating contracts, SOW's and project schedules.

Steve has been working in the technology sector for over 20 years as a manager and as a strategic consultant and has specialized in eCommerce & Web application design, business planning & corporate culture transformation, product marketing strategy, as well as helping to design and build software systems for data integration, business intelligence, inventory & warehouse management, healthcare medical records & contact management solutions.

Steve has extensive experience leading engagements focused on IT business strategy & process improvement, Team coaching & leadership, discovery-phase analysis & requirements facilitation, functional & technical application design, quality assurance testing, and release management. Steve aligns to the corporate mission and vision to continually improve IT best practices, Client/Customer relationships, and documentation methodologies.

### *Experience: Technologies within Industries*

#### **Technology Consulting Services Industry —**

- » Principle-driven expertise in Agile Software Development & Delivery, Product Ownership and Backlog Management.
- » Within a consultancy responsible for delivering various technology solutions, responsible for building & managing diverse/distributed Teams of professional services and consulting resources within a variety of clients and engagements.
- » Vast experience developing operational policies/procedures and client-services methodologies focused on performance effecting productivity of consulting teams, delivery & adoption of committed deliverables, as well as managing client expectations, budgets & delivery of business systems and developed applications.
- » Within consultancy and service provider models: responsible for providing presales support and client consulting services by leading the strategic design of software development solutions.

#### **Healthcare, Practice Management & Patient Care —**

- » Provided business planning & strategy for the creation and financing of a new medical family practice determined to deliver specialized medical services and superior, individualized patient care.
- » Evaluated, selected and implemented office management software and electronic medical records solutions.
- » Designed the physical floor plan/layout for clinical office space and helped define and manage marketing and business development aspects of the new practice.

#### **Retail, Wholesale, & Distribution—**

- » Managed a retail computer store, responsible for daily operations, personnel/staffing and financial management of a technology sales and service franchise. Developed industry-specific consulting and client services offerings.
- » Served as a Solution Delivery & Application Development Manager for an enterprise systems VAR, responsible for designing service/maintenance programs for installed systems & deployed software.
- » Led numerous eCommerce deployment projects that involved all areas of retail, merchandising, interactive marketing, sales-order management, systems integration, inventory control, fulfillment processes, and overall solution management.

#### **Financial & Retirement Services —**

- » Led the analysis & design efforts of large mission-critical initiatives by providing subject matter expertise in waterfall and Agile projects related to a suite of secure web center applications for retirement administration.
- » Served as analyst/strategist for new application design projects, rolling-out business tools and feature enhancement of existing applications across organizations.

#### **Mobile Device Industry —**

- » Assisted in the design & development of an industry-specific, wirelessly-connected communication device.
- » Designed the interface for heuristics & usability - both from a hardware and software design perspective.

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## Agile Product Manager / Program Manager

Principle-driven, highly motivated Agile Practitioner, Product Manager, Scrum Team Leader, and Technology Solutions Strategist with over 16 years of leadership, consulting, and management experience. Focused on delighting our Customers (both internal and external) in every interaction and throughout each engagement.

Motivated by the “Power of DONE!” – Accomplishment and Accountability. Goaled to find creative, effective ways to complete projects on-time and on/under-budget, despite the impacts of rapid change and continuous technical complexities, all in a highly competitive market and at the speed of business.

## Competencies Excelling in the Following:

- » Transformation of Performance-oriented Teams
- » Project Management and Agile/Scrum Team Leadership
- » User/Customer/Shopper Experience
- » Business Rule Analysis & Data-Mapping
- » Agile Project Approach & Execution
- » Functional Requirements Planning
- » Coordinate Test Phases & Trace Defects
- » Quality Assurance & User Acceptance
- » UI Design, Prototyping & Usability
- » eCommerce Business Models

**AGILE Product, Process, and Systems Analysis** – Specific expertise in the leadership of Agile, Scrum, and Rapid design & development projects delivering business-critical online applications. Always constrained by budget and delivery expectations, yet capable of eliciting comprehensive design requirements. Highly experienced facilitating Project Sizing and Task Mapping sessions into concurrent sprint plans with release schedules and resource assignments for iterative development workstreams. Vast experience writing specifications and test cases, especially using Agile documentation tools such as the “Product Charter” and “Persona Journey”, as well as Epic/Story Mapping with a well-organized Product Backlog of User Stories and Acceptance Criteria (or PBI’s).

**Project/Program Management of Web Application Development** – 8+ years experience managing the Team dynamics, business challenges, and technical execution of an eBusiness solution in the form of a Web Application, eCommerce model, or Content-based Web-portal. Full responsibility for business aspects such as: budget & estimation, functionality & feature enhancements, user experience, front-end look & feel, as well as on-going Customer communications and expectation setting; — and technical responsibilities including: DevOps, domain management & hosting solutions, page model customization, User-flow & UI wire-framing leading to front-end application development, field-requirement, and data modeling.

## Education:

Graduate Studies: Masters of Science (MSM) in **Business & Technology Management, Colorado Technical University**

Bachelor of Science: **Computer Science, East Carolina University, Greenville, NC.**

Concentration: **Application Design, Systems Analysis, and Software Engineering**

Triple Minor: <sup>1</sup>Industrial Design/CAD; <sup>2</sup>Physics; and <sup>3</sup>Archaeology/Anthropology/Philosophy of Religion

Certified Agile Practitioner, Scrum Master, Product Owner, and Agile Team Coach; IIBA and ITIL

Member of: Agile Carolinas; NC PMI; Clemmons Civic Club (Board of Directors); Triad Entrepreneurs Mastermind

## Highly Proficient in the Following:

- › Office (Word/Excel), OneNote, Visio, Project, etc.
- › INVEST, VersionONE, Jira, TFS, Quality Center, Caliber, Rational
- › Product Owner responsibilities and backlog management
- › Strong analytical, facilitation, & communication skills
- › Web services and data integration strategies & methods
- › Facilitated Sprint Execution (transitions & ceremonies): Product Demos, Retrospectives, Sprint Planning, etc.
- › PowerPoint, Prezi, KeyNote, GoogleDocs, SharePoint
- › HTML/CSS, .NET Framework, SQL/NoSQL, DevOps
- › Web portals, blogs, wikis, forums, RSS, podcasts, etc.
- › Highly adaptable to rapid change in climate & priorities
- › Quantitative, strategic, and creative thinking
- › Excellent documentation proficiency - Careful and clear written communication

## Professional Experience:

### Product Development Manager and Agile Team Leader

**Pay-Tel Communications**, Greensboro, North Carolina (2015 – Present)

*Manage the Software and Applications Team of Designers, Analysts, Developers, and Product-Responsible Personnel. Provide specific leadership of the Agile software delivery process.*

*As a Senior Manager, responsible to Executive Team, Innovation Council and Product Owners for project estimation, status and success by negotiating and coordinating IT process implementation & staff alignment.*

#### **Specific expertise and key responsibilities:**

- › Agile Sprint execution › Team leadership & coaching › Software application services management
- › Coaching based on Agile principles › Responsible for client-solution delivery and project success.

Manage and equip our Team of in-house, out-sourced, and contract IT Staff, including: Sr Architects, R&D Technologists, Developers, Designers, Analysts, Support Personnel and Product Owners.

Responsible for delivery of full portfolio of Business and Web Applications – (*concept analysis to production*).

Established and execute our Agile Sprint Cycle allowing us to complete projects and directly address high-business-value initiatives. Our Agile process, rituals and principles enabled us to mature a highly dysfunctional development team into a more motivated, cohesive, and accountable unit.

Engage actively and routinely with Product Owners and Business & Technical Stakeholders to build and maintain our prioritized, value-ranked Product Backlog feeding the application development Sprint cycle.

### Senior Engagement Manager, Agile Coach, Analyst, and Business Consultant

**JS Walker & Company**, Winston-Salem, North Carolina (2012 – 2015)

*Responsible for Client Services and Project Leadership of custom application development solutions and consulting service offerings. Provided specialized subject matter expertise to the Agile design-development process - creating high-value, business-critical technology solutions.*

- › Team leadership › Business consulting › Agile Software project management › Client-solution delivery
- › Responsible for creation, presentation, and negotiation of client proposals and Statements of Work (SOWs)

Always working to develop and improve our excellent customer relationships; serving as a champion of Client's success and accountable for product delivery and user acceptance.

Dedicated to understanding our Clients' unique business challenges, market & competitive opportunities.

Leveraging Agile principles, collaborated with Technical Leads to iteratively design, size, prioritize and budget projects in order to ensure optimal success of each consulting engagement.

Led teams of Developers to ensure proper task assignment, uncover and remove impediments to project success, and conduct sprint planning sessions, retrospectives, and solution demos.

Often served as our Client's Lead Analyst, Program Manager and Scrum Master throughout engagements.

### Senior Application Analyst and Business Consultant

**TIAA-CREF Secure Web Solutions**, Charlotte, North Carolina (2010 – 2012)

*Provide specialized subject matter expertise to design-development process in Agile and water-fall projects related to secure web center applications.*

- › Business Analysis › Application Functional Design & Testing › Principle-based leadership in Agile/Scrum

Managed Business Analysis & Functional Design for 6 high-value development projects implementing applications for TIAA-CREF's Retirement Administrator Web Applications.

Partnered with Product Owners, SME's & Leads to represent all design requirements for development.

Documented and communicated functional and operational impacts – (full life-cycle and iterative).

Implemented project management processes and methodologies to ensure on-time delivery within budget; always working aggressively to meet customer & corporate expectations.

Documented Acceptance Criteria and coordinate multiple test phases for iterative release schedule.



## Principal Technologist, Analyst, Project Manager, and Business Consultant

**.COM ?'s (dotCOM Questions) Consulting Services, Clemmons, North Carolina (2001 – 2010)**

*Provided leadership services to companies focusing on the implementation of technology & business process.*

- › Business process engineering › Technology implementation & utilization › Software systems design
- › E-business solution strategy › Customer/User/Shopper experience.

Served as <sup>1</sup>**Lead Business Analyst** for a wireless device company and industry-specific messaging solution.

Served as <sup>2</sup>**eBusiness Strategist & Web Solutions Manager** providing business direction and web-related strategic & technical implementation for an international food-industry magazine & social platform.

Served as <sup>3</sup>**Senior IT Analyst/Strategist** goaled to assist new IT Director implement corporate-wide reengineering initiatives including: MRP migration, org/project management methodology, IT service catalog, service management standards, and Web projects.

Served as <sup>4</sup>**eBusiness Strategist & Online Products Advisor** to national “country store” restaurant group offering brand ideation leadership and logistics strategies for product representation and fulfillment.

Managed and facilitated the operation of small business and non-profit web portal sites – providing hosting services, web platform expertise, training & support, graphic design, and ongoing web development.

Produced documentation and client deliverables matching project requirements (i.e., planning & status documentation, functional specifications, test cases, and application architecture documents/diagrams.)

## Senior Business Consultant & Lead Analyst

**Osprey Systems eBusiness Solutions Group, Charlotte, North Carolina (1997 – 2001)**

*First team member hired to form Osprey's E-business Group. Developed project methodology, documentation processes, service offerings, and consulting approach. Served as E-Commerce Strategist for clients ranging from established organizations to conceptual start-ups. Specialized in eCommerce interface design & development, process reengineering around online merchandising, customer acquisition & retention, inventory management & order fulfillment.*

Built all operational client-services – specifically, business consulting and services product offering.

Led all initial development projects as integrated client resource, analyst & release manager.

Responsible for client solution strategy, planning, execution, and deliverables (namely: requirements analysis, functional specifications, project plans; architecture & strategy documentation, database models, scripted test plans, staged code, and live/production applications.)

Routinely met with executive & senior management, as well as technical & development staff to clarify expectations, define business requirements, and manage all deliverables.

## Additional Identities, Affiliations and Service Opportunities:

- » Husband, Dad, and all-around “Family man”, coach/fan, tutor/learner, shuttle pilot, etc. (2000...,2010...)
- » Member and Board of Directors - Clemmons Civic Club (2011-Present)
- » Member/Contributor - Agile Carolinas (Charlotte/Triad), Triad .NET Dev Guild, NC PMI, IIBA (2008-Present)
- » Co-Founder, Inventor, Ideationist, Participant - Triad Entrepreneurs' Mastermind Alliance (2002...,2014...)
- » Involved in Children's and Men's Ministries, worship leader, retreat planner - @Church (1992-Present)
- » Board Member - Event, Online Communications & Fundraising Teams - Dog Park at Tanglewood (2007-2010)
- » Skills Coach and Team Manager - Southwest Forsyth Little League (Baseball & Softball) (2001-2004,2010-2013)
- » Boy Scout, Troop Leader & Assistant Scout Master - Tuscarora Council BSA, Eastern North Carolina (1977-1988)
- » Co-Inventor and Patent Holder - The **BabyFlyer**™ “Riding Toy” – USPTO: 7311578 (2001...,2007...,2011...)