

ROBERT ROSEDALE

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CAREER OBJECTIVE

Proactive, passionate and forward-thinking Product Owner seeking new opportunities to apply over 20 years of experience in the areas of Product Management, Scrum Master, Product Delivery, Project Management, Customer Success or as a mentor/trainer in any of these disciplines. Proven experience leading matrixed organizations to solve complex problems across military, diplomatic, small business and corporate organizations. Lover of learning, mentor and coach by nature, and uniquely skilled at communicating with trust vertically and horizontally across the organization to drive success for internal stakeholders and customers alike.

Team Leadership | Agile Project Management | Scaled Agile Frameworks (SAFe) | Business Analytics | JIRA | Trello | Key Metrics | Technical Presentations | Customer Discovery | Mentor & Trainer

WORK EXPERIENCE

Sproutcloud (SL) Media Networks, Sunrise, FL

Sep 2020 - Present

Product Owner

- Brought to life SL's Contact Management (CM) 2.0 product, combining the power of 4 new microservices comprising 240 endpoints, into one cohesive, scalable system. Increased the efficiency of marketing workflows affecting thousands of network partners by as much as 25%.
- Created the vision, planned and executed the roadmap of over 200 features, while providing product oversight for 3 offshore teams on two continents to complete more than 1200 user stories in a Scaled Agile Framework (SAFe).
- Led discovery sessions and collaborated extensively with UX team members and internal/external stakeholders representing over 60 brands to ensure end-user requirements were fully integrated in the product's solution.
- Provided demonstrations and presentations to key clients and prospects, contributing to the landing of multiple accounts including a highly-coveted, multi-million dollar account with a Fortune 500 brand.
- Provided oversight for migration plans to ensure the smooth transition of tens of thousands of client channel partner accounts to CM 2.0 without loss of historical data while guiding the development to automate the migration process.
- Drafted product documentation and worked side-by-side with Go-to-Market teams to create and implement launch plans to introduce new functionality and workflows at the brand and network partner levels.

Tutor Doctor International, Toronto, CAN

Nov 2016 - Sep 2020

Scrum Master / Product Owner

- Hand-selected by C-suite to guide Agile transformation impacting a global network of 400+ franchisee users. Led 2- week continuous delivery cycles, coached off-shore dev team through Sprint Planning, Reviews & Retrospectives.
- Created comprehensive list of functional, non-functional and integration requirements, while re-establishing delivery road map to correct deficiencies in original bug-ridden system rollout, including milestones, dependencies and risks.
- Drove 2-week sprint cycles by authoring 500+ user stories. Worked closely with the dev team to craft acceptance criteria and detailed "Definition of Done". Refined product backlog daily using JIRA to facilitate Sprint goals and enhance velocity.
- Reduced user complaints by 75% by personally engaging the community via FB groups, surveys and 1-to-1 phone calls. Ensured voices of 400+ franchisees were heard & respected resulting in a 95% reduction in support tickets.
- Worked closely with UX/UI specialists and performed User Acceptance Testing to ensure development efforts added business value by enabling more scalable ops and increasing operational efficiency while enhancing profitability.

Vice President, Global Operations

- Provided strategic vision and guidance to internal business process analysis teams for the global CRM product. Mapped 100's of user requirements for sales, marketing, client care, appointment setting & HR.
- Facilitated collaborative support of home office marketing, legal, admin, training, and field support to provide IT development team with clear internal requirements and ensured clear lines of communication were maintained.
- Spearheaded \$100K re-branding transformation. Facilitated persona development workshops, discovery groups, surveys, and client interviews. Developed presentations and delivered the new Brand at Tutor Doctor's worldwide user conference.
- Developed training material, provided platform instruction and personally coached franchisees in 17 countries on business ops & analysis, sales, marketing, tutor recruitment, financial principles, and client service delivery.

- Identified a new potential client need for hyper-responsive, just-in-time online tutoring, led discovery interviews, captured and prioritized requirements, and guided 3rd-party developer to prototype the Tutor Doctor “On-Call” app.

Tutor Doctor of Boise, Boise, ID

Jan 2011 - Oct 2016

Owner/Regional Director

- Spearheaded all sales & marketing, bus dev, client experience, bus ops and financial activities to grow the startup to \$450K in revenue w/in 4 years, while delivering 8K+ tutoring hours annually across a 2500m2 area.
- Performed over 750 hours of customer discovery. 1-on-1 sessions provided deep insight into the needs of the student, in order to optimize the customer’s experience. Sustained a 92% client NPS rating as a result.
- Created the Tutor Doctor X-Skills Academic Game Plan. Transformed value proposition by supporting students’ organizational, time management and prioritization skills. Increased local sales revenue by 35% in year 1 alone.

HQ United States Air Force (USAF), Washington DC

Ju 2006 - Dec 2010

United States Defense & Air Attaché (Colonel, USAF)

- As senior military advisor to the US Ambassador on regional security issues, brokered win-win negotiations to resolve a \$5 million lawsuit against the US Government without litigation. Revitalized host-nation relationships.
- Orchestrated all host-nation airfield logistics & security details for President, Vice-President and multiple cabinet-level teams. Built strong distributed relationships that facilitated post 9/11 engagement and restored bilateral ties.

Education

*University of Southern California
Master of Science, Systems Management*

Certifications

*Certified Scrum Product Owner (CSPO)
Certified Scrum Master (CSM)*

Awards

2014 & 2015 Tutor Doctor President’s Circle Winner (top-tier revenue generator)

2015 Tutor Doctor President’s Award (greatest system-wide impact)