Profile

561-558-5816

Boca Raton, FL

[whelan.james@gmail.com](mailto:whelan.james@gmail.com)

[LinkedIn](https://www.linkedin.com/in/genjitsujim/)

* Brings 23 years of SaaS software product management in Scrum, Lean, and SAFe environments.
* Certified teams in Scrum Master and Product Owner via Scrum.org
* SAFe Practice Consultant (SPC) Validated in “Leading SAFe” and Product Owner/Product Manager
* Facilitated multiple transitions to Agile from Waterfall or Adhoc.
* Coached project strategy, tactical planning, and technical enablement to execution and delivery.
* Mentored collaboration, validated learning, and delivering with consensus.
* Trained teams to innovate by targeting outcomes to an impact for effectiveness.

Competencies

* Product Roadmap
* Product Strategy
* Stakeholder Management
* DevSecOps (CI/CD) methodologies
* Business Analyst
* Mockups, prototypes, and hypothesis testing (Figma, XD, Balsamiq)
* SaaS
* Jira/Confluence/Planview/Azure DevOps
* Python/SQL/JSON/XML
* ASW Cloud
* HTML/CSS
* Data Analysis
* User funnel (AARRR) analysis
* Product Management
* REST AP
* Ai / Chatbots
* Machine Language and AI projects
* A/B Testing

Experience

**Senior Staff Product Manager*****09*/2022 – 01/2024**

GlobalLogic, Walgreens - Remote

* Elicited Epic-level requirements from business stakeholders and defined the roadmap priority and business value for program increments on Patient Care Portal (Pharmacy)
* Trained and coached product team on Scrum and SAFe Transformation
* Facilitated the company's first SAFe program planning and implementation.
* Ensured product discovery, requirements, and Figma UI/UX designs were established to maximize the business value and complete all planned work for the program increments.
* Served as the primary contact between Product Management, Architecture, and Development for product requirement decomposition and questions.
* Captured stakeholder feedback from product review events and established a feature requests list for incorporation into the product roadmap in Asure Devops.

**Senior Product Manager*****0*5/2022 -**  **09/2022**

**Enlyt Health - Remote**

* Established requirements for SOAP note writer and Scheduling assistant using ChatGBT chat bot.
* Collaborate and regularly communicate with business and stakeholders to shape strategy and feature prioritization to build and improve the user experience.
* Trained and Coached team on Scrum and Agile
* Trained BA and PO on how to write user stories and acceptance criteria in Jira and Confluence
* Anticipate upstream and downstream impacts of the project and work with internal business groups to adjust business tools and practices to support new features and functionality.
* Write business requirements, conditions of satisfaction, acceptance criteria and release notes.
* Supported DevOps in a CI/CD environment on AWS cloud.

**Senior Product Manager****12/2021 - 05/2022**

Beacon Hill Technologies, CVS Health - Remote

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* Responsible for a portfolio of an early prototype and proof of concept development initiatives
* Trained team on Kanban and Value Stream Management
* Implemented and Trained Kanban tool "Planview Leankit”
* Assemble project deliverables and establish a collaborative environment across a team of contributors.
* Work with architects, testers, and vendors, ensuring project plans and deliverables are being created, dashboarding, managing risk and issues, issue resolution, conflicts, and dependencies.

**Technical Product Manager** **07/2021 – 11/2021**

CloudHesive - Ft. Lauderdale

* Establish MVP for contact center, virtual desktop, media streaming, and cloud market to help enhance the feature set of their AWS connect service offerings within AWS cloud infrastructure.
* Implemented and trained Scrum for a first-ever product team.
* Direct Product management, user experience design, and business analysis
* Identified and filled product gaps across the current platform for productization.
* Created Figma mockups of MVP for contact center and cloud services.
* Managed UX Design in Figma and ran Design Sprints.

**Product Manager**  **10/2019 – 07/2021**

Accion Labs, Boca Raton, FL

* Lean Agile and Digital transformation for CBC FactualData and Dataverify financial
* Conducted Scrum.org certification training for Scrum Masters (SPC) and Product Owners (PSPO) for MSA – Management Science Associates
* implemented Planview “Leankit” across multiple teams
* Conducted Scrum and SAfe Training for Cinch Home Services
* ID Verification, Security, and Fraud for mortgage loan applications.
* Directed the Product Transformations at Accion Labs to a Lean-Agile CI/CD DevOps environment.
* Implemented Business Intelligence /Analytics tool Tableau, MicroStrategy, and Google Analytics
* Implemented Consumer Engagement Platform on Twilio
* Lean Agile Design Thinking coach for [MSA](https://www.msa.com/) – Management Science Associates
* Product Owner coach and Agile leader at [Cinch](https://www.cinchhomeservices.com/)
* [Designed high fidelity UX](https://shop.cinchhomeservices.com/repair) in Figma, and lead value through scalded Agile delivery to successful MVP launch
  + A/B testing with Google Optimize
  + Data Visualization using Google Charts, Tableau and MicroStrategy
  + User funnel (AARRR) analysis
  + Managed Design sprints for UX
* Work with product and business teams to shape forward-looking capabilities to achieve business goals and drive innovation and sales growth by communicating unique client capabilities to customers and investors.
* Outlook, One Note, SharePoint, JIRA, JIRA Align and Confluence, Planview Leankit

**Agile Software Product Management Consultant** **05/2018 - 10/2019**

newLedger Solutions LLC- Boca Raton, FL

* Conducted Scrum master and Scrum owner certification training at New Horizons Computer Learning Centers
* requirement gathering and UI / UX design for [PWBR™](https://pwer.com/) - Personal Wellness Blockchain Record
* Consulted  [LevelBlox](https://www.businesswire.com/news/home/20181003005630/en/AlphaPoint-Technology-Announces-Corporate-Change-LevelBlox-Pending) (OTCQB: LVBX, previously known as AlphaPoint(APPO), a publicly traded software company, building the design and pitch deck, website prototype
  + Guided technology direction and developed engineering roadmap from concept to future platform, including incremental objectives and long-term goals and strategies.
  + Integrated Business Process with Oracle ERP
  + With CEO, raised $2.5 million and received Oracle Scaleup incubation grant award in June 2018.
  + Build and design websites on WordPress and Adobe Experience Manager (AEM)
  + Signed a new blockchain development agreement in January 2019 with AltMed Florida, a vertically integrated medical cannabis company, for a seed-to-sales blockchain application which provided LevelBlox entry into a new market.
  + Enabled AltMed to effectively track/monitor every aspect of the growing process for compliance, resolving issues with current traceability systems and recovering thousands in lost revenue through improved process efficiencies.
  + Directed development and execution of an enterprise-wide information security plan that protected HIPAA confidentiality, integrity, and availability of auditable data and servers.
* Product architect to Agility Launch, formerly BlockchainAgility, served as principal blockchain architect to startup companies to build team vision and create strategically positioned offerings for market adoption.
  + Set long-term technical vision, strategically partnering with key leaders to execute strategy and direct all technology-related development supporting business development, monetization strategy and operations.
  + Provide market analysis, PR, social marketing and launch management.
  + Partner with product management and cross-functional teams to translate product vision into a deliverable roadmap.
  + Oversee recruitment and development for technical staff of 20.
* In [DataBlockChain IO](https://www.datablockchain.io/), I placed the blockchain developers and wrote whitepaper and pitch deck resulting in $28 million in ICO funding. Wrote top listed [whitepaper](https://icorating.com/upload/whitepaper/Q1Q9hzR9ClhdwQWAzMLWeMcRoGz1injhmTQEQaZ5.pdf) for initial coin offering
* For [MercuryCash](https://www.mercury.cash/) Wallet (Miami Crypto Exchange), redefined strategic roadmap and developed pitch deck and [podcast](http://cryptopulse.libsyn.com/ep-46-disrupting-the-116-trillion-global-financial-industry) that resulted in $2 million in private funding. Promoted Miami Crypto Exchange during a speaking engagement at “Voice of Blockchain” 2018 conference.
* Provide services in additional roles and assignments:
  + Advised product dev for Personal Wellness Blockchain Record since 2019.
  + Advised Web3 marketingfor [P3iD Cloud](https://www.hsassocs.com/capture/?mdocs-file=1733), starting in 2018.
  + Advised Web3 marketingto Miami Crypto Exchange, advisor to Pitch Investors Live and blockchain development principal advisor to DataBlockChain from 2018 to 2019.

***Senior* Product Manager/Owner** **01/2003 – 05/2018**

Ricoh Corporation - Boca Raton, FL

* Led new product research and development and product redesign for cloud-based management system (rebranded as i-DOX, Document Mall and [Ricoh Content Manager](https://www.ricoh-usa.com/en/products/pd/software/document-management/document-storage/ricoh-content-manager/_/R-RCM5USER-PS1-2018)).
* Established and prioritized the product development pipeline to support quarterly and annual goals in alignment with CMO's strategy and CEO's vision.
* [Designed and developed](https://www.ricoh-usa.com/-/media/Ricoh/Common/PDFs/Brochures/Software/RICOH_Content_Manager_brochure_2019.pdf) Aficio multi-device copier user interface software, a Ricoh flagship solution installed by Ricoh manufacturers on all copiers, generating $1.5 million to $2.5 million annual revenue with $3+ million ancillary service contract annual revenue.
* Partnered with marketing teams and channel customers to develop and launch new software solutions based on customer needs and business models while evaluating product potential/practicality.
* Provided benchmarking to identify best-in-class designs and key processes and select design concepts and fundamental technology for new products and product enhancement.
* Designed and developed custom Alfresco for document management systems.
* Created, owned, and executed the business unit product development annual calendar. Oversaw key projects, formulating development proposals that included project objective, applications arising from findings, costs, equipment and human resource needs.
* Designed mockups and wireframes for feature validation to develop innovative, exclusive and on-brand products resulting in commercial success and profitable financial growth.
* Worked with stakeholders to determine, maintain and prioritize product backlog, resolving escalated technical support issues and customer roadblocks and establishing acceptance criteria, edge case and completion criteria.
* Collaborated with production managers and purchasing to minimize risks, manage inventory and direct product development during design refinement, sampling and sourcing.

Support Services Manager 01/2000 – 12/2002

Cylex Systems, Ricoh – Boca Raton, FL

* Supported Sales and, partnered with SVP of sales to develop channel sales throughout the US
* Managed support services team of 10 employees and a professional services team of 4 employees.

**Project Manager**  **12/1998 -12/1999**

Forsythe Solutions (NBG) - Coral Springs, FL

**Senior Support Engineer 09/1997 – 12/1998**

Citrix Systems - Fort Lauderdale, FL

Branch Technical Specialist 06/1995 – 08/1997

Ford Motor Credit Company - Coral Springs, FL

Education

* MBA, Business Administration, Nova Southeastern University - Fort Lauderdale, FL, 1997
* BBA, Marketing, Florida International University - Miami, FL, 1995

Professional Development Certifications and Volunteerism

* Certified, Hyperledger, The Linux Foundation, 2018
* Certified, Linux Essentials, LinuxAcademy.com, 2015
* Certified, Project Management Professional (PMP), Project Management Institute, 2015
* Advanced Certified ScrumMaster (A-CSM), Scrum Alliance, 2015
* Certified Scrum Product Owner (CSPO), Scrum Alliance, 2015
* Certified Scrum Professional – ScrumMaster - Scrum Alliance , 2023
* Scrum Foundations Educator - Scrum Alliance , 2023
* Professional Scrum Master (PSM) - Scrum Alliance , 2023
* Professional Scrum Product Owner (PSPO)
* Certified SAFe® Program Consultant (SPC)
* Certified SAFe® Product Owner/ Product Manager (POPM)

Engagements

* Advanced ScrumMaster Instructing, New Horizons Computer Learning Centers, 2019
* Chicago Blockchain Conference, Voice of Blockchain, August 2019
* [KoreSummit](https://www.koresummit.io/?post_type=cth_speaker&paged=2), February 2019
* [PsiGen](https://www.psigen.com/), Resonance, November 2018
* [Blockchain Word Conference 2018 with John McAfee](https://media-exp1.licdn.com/dms/image/C5122AQGTdBMRr3GNqQ/feedshare-shrink_800/0?e=1599091200&v=beta&t=hUkAb4FZOJ88-I5jxFLeGBuiYfj-oOK40EvvnOJMd8Q)
* Blockchain Shift: The 4th Industrial Revolution, October 2018
* Keynote Speaker, Blockchain Leadership @ Chicago by International Data Engineering & Science Association (IDEAS), Blockchainfest @ Chicago, August 2018
* [StartUP FIU Brain Trust](https://twitter.com/startupfiu/status/1010177341979586560), Blockchain the Internet of Transaction: [The Business of Blockchain, June 2018](https://media-exp1.licdn.com/dms/image/C4E22AQHn7XgkNIimYg/feedshare-shrink_800/0?e=1599091200&v=beta&t=FgkcfLhMdPNGQbT5dkfFzsbT0VBTbs2fbIxGkGlqTe4)
* [Miami Dade Annual Technology Conference](https://media-exp1.licdn.com/dms/image/C5122AQE4VhSe8f-UrA/feedshare-shrink_800/0?e=1599091200&v=beta&t=_EUoevwiMMbHNRNzNgsPasQjewaQSaLfsd_OTLNrxZU), [Government & Blockchain, June 2018](https://www.google.com/imgres?imgurl=https%3A%2F%2Fpbs.twimg.com%2Fmedia%2FDgTe74qUYAU10kG.jpg&imgrefurl=https%3A%2F%2Ftwitter.com%2Fstartupfiu%2Fstatus%2F1010177341979586560&tbnid=9Xsf6OAlxxrMrM&vet=12ahUKEwiM_9Kmt8DoAhXHYqwKHZveBL0QMygBegUIARDOAQ..i&docid=EtnrcWH314xO0M&w=1200&h=900&itg=1&q=Blockchain%20james%20whelan&safe=active&ved=2ahUKEwiM_9Kmt8DoAhXHYqwKHZveBL0QMygBegUIARDOAQ)
* mstate.io [Enterprise Blockchain Summit, June 2018](https://www.slideshare.net/robbailey/enterprise-blockchain-summit-event-details)
* [OTCQB Listing](https://media-exp1.licdn.com/dms/image/C5122AQFR9_bBryxt1g/feedshare-shrink_800/0?e=1599091200&v=beta&t=kVWbURJwfl_WGztAjgwqmTQC2Mrlq7vmMuD0xtbtdWg) , [OCT Markets podcast , Consensus 2018](https://otcmarkets.libsyn.com/alphapoint-technology-inc)
* Speaker Submission Reviewer, Global Scrum Gathering New York 2020, Scrum Alliance, 2019-2020
* Conference Ambassador, Blockchain Shift, May 2018