



David Anthony Laing

Agile change management, effective communication, and visionary leadership.
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WORK EXPERIENCE

Product Manager and Lead Program Manager (Management and Program Analyst) GSA, Fort Lauderdale, FL

May 2021 - Present

- Develop the product vision for an ecommerce website, define requirements, set goals, conduct research, prioritize features, manage releases, define success metrics, communicate with stakeholders, oversee testing, identify risks.
- Oversee management of two multi-million dollar ecommerce programs, 11 teams, and one help desk.
- Conduct and oversee engagement through trade show presentations, webinars, videos, and email campaigns.
- Achieved the highest possible annual performance rating for the 6th consecutive year (2019 - 2024).
- Received the highest customer experience award and three special bonuses for improving website user interfaces, help desk operations, internal training programs, and external customer engagement.
- Increased average email open rate to 40% campaign by creating compelling content, improving plain language, and modernizing visual imagery, which led to greater competition and interest in projects.
- Improved help desk answer times, shortened call lengths, and increased quality scores by establishing a robust knowledge base and compliance review process, which led to higher customer experience ratings.

Product Owner and Program Manager (Realty Specialist) GSA, Miami, FL

November 2016 - May 2021

- Managed an ecommerce real estate program, oversaw regional teams, and conducted training.
- Achieved a 450% increase in web application utilization by improving the user interface as well as all communications and training pertaining to the app.
- Defined the vision for an internal web application, developed the roadmap, created user stories, managed and prioritized the backlog, balanced internal and external needs, collaborated with cross-functional teams, and implemented rollout and training strategy.
- Communicated with stakeholders via webinars, videos, website updates, social media, and email campaigns.
- Received a special bonus for the successful launch of a project management web application and associated migration of data and documents, within budget and with no significant security or performance bugs.
- Selected to serve as Communication Specialist on a temporary assignment to produce videos, write speeches, and manage other communication initiatives.

Additional Experience

- GSA, HSN, ACBJ, Media General: Project Manager, call center oversight, marketing, and sales. Frequently recognized for top sales achievements and selected for enterprise continuous improvement programs.

EDUCATION

- Florida International University, Miami, Florida, Bachelor of Science in Communication, Television Management
- Florida Atlantic University, Boca Raton, Florida, Human Resource Management Certificate

CERTIFICATIONS

- Advanced Certified Scrum Product Owner, Scrum Alliance, October 2024 - Present
- Certified Agile Facilitator, Scrum Alliance, October 2024 - Present
- Certified Scrum Master, Scrum Alliance, November 2018 - Present
- Certified Scrum Product Owner, Scrum Alliance, July 2017 - Present