

MICHAEL GLASSMAN

Miami, FL 33155 Glassman_Michael@BAH.com

PROFESSIONAL EXPERIENCE

BOOZ ALLEN HAMILTON JANUARY 2025- PRESENT

SR. PROJECT MANAGER (SERVICE NOW)

DEPARTMENT OF THE TREASURY – LOW CODE NO CODE DEVELOPMENT – PUBLIC TRUST CLEARANCE

- Develop strategy for enterprise-wide risk management guidance and governance policies and processes. Development and Strategy.
- Develop pre and post development checklist specifically for the low code no code initiatives for Salesforce. Development and Strategy.
- Actively engage with multiple work streams as a deputy for stakeholders. Planned, managed, and executed for project.
- Adapting messages and communication methods to suit each stakeholder's preferred channels and level of understanding. System Matter Expert Liaison & Tailored Communication Skills.

BOOZ ALLEN HAMILTON DECEMBER 2023-JANUARY 2025

SR. BUSINESS ANALYST (SALESFORCE)

DEPARTMENT OF VETERANS AFFAIRS – MFH – SALESFORCE DEVELOPMENT – PUBLIC TRUST CLEARANCE

- Direct Client Communication: Effective communication with all the Department of Veteran Affairs client involved to ensure business requirements. Decision making leadership.
- Technical Solutioning: Gathering requirements to understand the problems and translating solutions for different team members and needs using suitable terminology. 6 different departments.
- Project Management: Manage the ongoing Salesforce projects with a record of information and planning for execution. Maintained in Jira Analysis, To-Dos, & Future Enhancements.
- Sprint Demonstration: Educate the client about Salesforce developments and ensure the progress aligns with the statement of work. 12+ Demonstrations to Client
- Technical Support: Collaborate with the technical team to make sure all kanban boards are up to date in Jira. Pertaining to modifications to solution, including validation rules, custom objects, reports, user personas, and workflows. Maintained in Jira Solution, Dev. Review, & Ready for Development channels.
- Managing Backlog: Maintain backlog for the project, including release notes and user guides on Salesforce processes, workflows, data models, technical specifications, etc. Maintained risk registry, pre and post deployment checklist, and future enhancements log.
- Data Security Involvement: Improving the visibility of any integrations, and requirements needed to ensure data security, governance, and program compliance has been met. Master Person Index, Lighthouse Validation API, VAPProfile, & SSO

BOOZ ALLEN HAMILTON SEPTEMBER 2021-NOVEMBER 2023

PRODUCT OUTREACH ANALYST

DEPARTMENT OF VETERANS AFFAIRS – VA LIGHTHOUSE APIS – API DEVELOPMENT – PUBLIC TRUST CLEARANCE

- Architect program wide outreach and documentation (Confluence) 100+ team members accessed & seen.
- Develop stories and backlog for program CRM (Salesforce) Team Lead for Development
- Present to VA stakeholders' team production insights and wins (VA product owners) 60+ Lead Apprises
- Research and Develop target audiences for the public platform (VA Lighthouse) 2k+ Consumers Identified
- Organize reports, data, and insights for program (Salesforce Reporting) Cross Functional Utilization
- Communicate feedback from consumers to team leads – Advocated Product Optimization and Value

TRIAD DEVELOPMENT GROUP (TDG) JANUARY 2020 – DECEMBER 2020

BUSINESS ANALYST

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PRIVATE SECTOR – DEVELOPMENT – MULTI-CONTRACT PORTFOLIO

- Prepare prioritization of IT roadmap. (Wrike) 90% AVR on Consumer Success Strategy Process Survey
- Analyze innovation & technology; Assist with development strategy. (InfoTech) 10+ Approved Pilots
- Communicate with team about goals and expectations. (Zoom) 30+ Lead Apprises
- Lead product backlog development through grooming sessions for product. (Jira) 60+ Lead Sprint Sessions

LENNAR CORPORATION NOVEMBER 2017 – 2019

PRODUCT OWNER

PRIVATE SECTOR- DEVELOPMENT – LARGEST HOME BUILDER IN THE U.S. (NYSE:LEN)

- Develop new products for the new home market in the U.S. (Salesforce) 50+ Presented Products
- Design workflows for product use (Draw.io) 75+ Workflows Created for a Multitude of Products
- Present pilot insights pattern and trends to stakeholders. (Excel & Klipfolio) 100+ data sets analyzed.
- Researched products and features for company adoption. (Gartner & Statista) 5 products adopted based on my advocacy and recommendation.

IANALYST INTERNATIONAL MAY 2011 – NOVEMBER 2017

PRODUCT OWNER

PRIVATE SECTOR– WEB DEVELOPMENT AND CHANNEL MARKETING – FORTUNE 500 CLIENT BASE

- Develop channel marketing strategy. (Facebook, Instagram, LinkedIn, Google) 60+ Clients in Portfolio
- Meet with technical team on story and milestone completions. (Clickup) 6-years as the Lead for Portfolio
- Communicate with stakeholders on scope and expectation. (Webex) 35+ Presentations Lead Annually
- Attend launches and openings for clients' events (Wrike) Assisted with 20+ Event Launches

SEARCH PLACEMENT (RL) FEB 2007 – MAY 2011

BUSINESS ANALYST

PRIVATE SECTOR – DIGITAL MARKETING STRATEGY – DOMESTIC AND INTERNATIONAL PORTFOLIO

- Assessed customers' current capabilities and needs to identify potential solutions. (Salesforce)
- Worked with technical teams to determine and justify a solution approach that maximizes customer value through improvements to workflow, production, and efficiency. (Basecamp)
- Dictate meetings with the development team through the working phase of the project by researching and answering questions about the defined work, identified bugs and assisting in technical roadblocks - escalating as defined in the project's technical escalation process.
- Created and maintained the testing plan for the project following an iterative development methodology.

THE CEREAL BOWL AUG 2004 – FEB 2007

CHIEF OPERATING OFFICER, FOUNDER

PRIVATE SECTOR – FRANCHISE DEVELOPMENT – DOMESTIC AND INTERNATIONAL BUSINESS DEVELOPMENT

- Developed The Cereal Bowl® brand from inception to launch. (Microsoft Suite) \$2M Evaluation
- Managed all aspects of the brand and strategy, i.e., collateral materials, customer experience framework, intellectual property and digital media. (Microsoft Suite) Used to instruct global organizations.
- Yielded national and international media coverage, i.e, CNN, NBC and the Food Network. Estimated \$4M in value, which was 100% organically driven.
- Fostered relationships with top executives from Fortune 500 companies such as General Mills, Quaker, Sysco, and Aramark to form vendor and brand partnerships, as well as to secure non-traditional locations. Negotiated Key IP sharing and utilization.

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- Developed segmentation, competitive analysis/market intelligence, prospecting, lead generation, product and market development, and budgets, for internal and external messaging strategies in support of recruitment, retention, and growth. (Excel) Organically prepared custom market research that was resold
- Oversaw and validated pricing models and lead initiatives to identify inefficiencies and areas of development and improvement. (Sysco, U.S. Foods, GFS) Developed System with in Salesforce that was key for franchise modelling.

EDUCATION & TRAINING

- Doctoral degree: Business Communication, University of Miami 2006-In Progress
- Master's degree: Business Leadership, Palm Beach Atlantic University 2005 Complete
- Bachelor's degree: Business Communication, Florida Atlantic University 2002 Complete
- Associate's degree: International Business, Florida Atlantic University 2002 Complete
- Certified Scrum Master (CSM): Agile Certification 2017
- Salesforce Analyst Certification 2023
- Intelligence Analyst Certification 2023

AWARDS

- Florida Business Leader Magazine, 2009 - Movers & Shakers
- Florida International Magazine, 2008 - Florida Power Player
- Network for Teaching Entrepreneurship, 2007 - Volunteer of the Year

COMMUNITY INVOLVEMENT & PRESENTATIONS

- South Florida Beagle Association, Member 2022-Present
- Southern Oregon University, Professor, Business Marketing, 2014-17
- Southern Oregon University Guest Lecturer, 2016
- University of Miami, Guest Lecturer, 2006-2008
- Miami Herald, Small Business Forum, Guest Panelist, 2006 & 2008
- Digital Signage Expo Panel Representative 2010

SKILLS AND TOOLS

- Project Management Processes (Agile, Lean, Waterfall, Rapid Application Development)
- Project Management tool (Jira, Wrike, Basecamp, Click up, Microsoft)
- CRM (Salesforce, Dynamics 365, HubSpot)
- Integrations (Mulesoft, SnapLogic, Zapier)
- EHR (Epic, Cerner, Vista)
- Cloud Computing (Azure, AWS, GCP)
- Artificial Intelligence [Ai] (ChatGPT, Claude, Gemini)
- Flow Charts and Mapping tools (Lucid, Visio, Draw)