

FRANK GARCIA

Product Manager, Digital Transformation Manager, and Digital Asset Manager with over 20 years of experience delivering results.

Independent consultant in two concurrent occupations since 2019:

Independent | Certified (CSP0) Scrum Product Owner

NYC | 1/2019 - present

Lead agile teams in creating quality products and managing technology transformations.

- Stakeholder Engagement: Cross functional liaison maximizing stakeholder collaboration
- Product Backlog: Quickly translate feedback, requirements, and customer data into actionable prioritized user stories.
- Strategic Roadmap: Goal-oriented, adaptive product vision and delivery roadmap.
- Quality and Testing: Define testing model and integrated QA to ensure product excellence and stakeholder confidence.
- Change Management: Obtain visible executive sponsorship; widely communicate rational change objectives, benefits, and plan; maintain organized clear communication; give employees and stakeholder meaningful project ownership; provide training and support; ensure accountability.

Private Patient Advocate

NYC | 1/2019 - present

Contracted directly by individuals for expert medical case management to achieve best possible outcomes.

- Define key objectives and organize client care under a treatment plan.
- Facilitate collaboration between siloed practitioners for better decisions.
- Reduce client treatment time, improve quality, and avoid errors and time by pursuing adherence to practice guidelines, evidence-based decisions, and an integrated problem-solving approach to treatment. obtaining.
- Ensure access to cutting edge treatment options and test advice by obtaining second and third opinions, as well as conducting extensive scientific literature research.

COVID-19 Advanced Preparedness and Prevention Service

3/2020 - present

During the Covid-19 pandemic, scientific knowledge progressed rapidly, with over 30,000 papers published in six months. Updated treatment protocols appeared weekly which improved survival and reduced long-term injury for survivors. However, updating knowledge and following latest guidelines by doctors was inconsistent, leading to varying outcomes between hospitals. In response, patient advocacy clients received a special service designed to both avoid infection and prepare in the event of infection to access the most up to date, evidence-based, personalized care.

Clients were kept abreast of prevention guidelines and assisted in obtaining PPE. They received an "In case of COVID-19" action plan, communication for healthcare providers such as advanced directives, latest COVID-19 treatment guidelines, and hospital preference for paramedics. Closely monitored Vaccine development, and vaccinations promptly obtained.

Viacom | Program Manager

NYC | 8/2018 - 12/2018

Assumed program management responsibility for Viacom's in-flight CMS re-platforming project, serving DTC and B2B channels, involving extensive integration, complex migration, and multiple development teams.

- Eliminated persistent blocks and obtained valuable backlog input by forming issue-specific working groups limited to necessary stakeholders, SME's, and developers.
- Improved project performance with better planning, consistent use of Agile methodology, and a lean meeting policy.
- Created visibility and restored stakeholder confidence through more informative communication and enforcement of documentation and reporting requirements.

Accenture | Manager

NYC | 11/2016 - 4/2018

Managed or participated in engagements with fortune 100 companies to deliver enterprise content B2B, B2C, and DTC solutions.

- Roles: project manager, product owner, functional lead, solution architect, and SME.
- Expertise in Agile, DAM, ECM, WCM, metadata/taxonomy, content migration, workflow, solution design, content strategy, and transformation management (assessment, requirements, and planning).
- Top insurer | ECM solution architect
- Leading telecommunications provider | PM
- Federal government agency | Solution architect - BD
- Top industrial manufacturer | Digital asset management lead and architect
- Federal government agency | CMS/digitization SME and project lead - BD

FRANK GARCIA

Independent | Digital Transformation and Product Owner Consultant

NYC | 6/2013 – 10/2016

Led content lifecycle optimization and digital transformation initiatives for a variety of clients, focusing on content strategy and management, metadata and taxonomy, and data migration.

Client: **Ralph Lauren | Ecommerce DAM and Product Photography Insourcing**

Successfully delivered a strategic initiative to insource the company's outsourced mission-critical ecommerce product photography and digital asset management. Results included:

- Reduced wait time for product photography by 50%.
- Reduced product copy writing time by 20%, while reducing errors by 25%.
- Saved \$4 million in product photography retouching expenses, while improving image quality and turn-around time.

Responsible for assessing feasibility, planning, solution design, and implementation. Deliverables included:

- Fit/gap analysis, 5-year impact, process mapping
- Stakeholder engagement, requirements gathering, and product backlog
- RFP and vendor selection
- Migration plan, global metadata model, workflows and system governance

Prudential Financial | Business Analyst, PM and DAM

NYC | 10/2012 – 3/2013

Responsible for improving the performance of Prudential's internal web production services.

- Represented internal clients in redesigning the web services department's processes to improve client engagement and to better align product design with stakeholder requirements.
- Established an Agile-based governance standard outlining processes, rules around backlog management and QA testing, roles and responsibilities, documentation requirements, stakeholder management practices, and KPIs.
- Implemented tools for client-facing rapid prototyping. Created a component reuse library and demonstration site enabled by a modular style of production and a component DAM.

Univision Interactive Media | Digital Asset Manager

Miami | 12/2006 – 3/2009

Delivered UIM's first enterprise content management solution on time and under budget. The new system exploited the entire content life cycle to improve brand consistency and production quality while reducing time and cost:

- Increased ROI in content by 60%.
- Decreased production cost by 30%.
- Increased frequency of published articles and photos by 18%.
- Reduced network load by 70% and eliminated 3 terabytes of redundant assets.
- Asset rights violation complaints disappeared.
- Significantly increased the number of inhouse photo shoots and reduced the use of contract photographers
- Latin Grammy event photos that previously took 12 hours to reach editors worldwide were now delivered in 15 minutes.

Responsible for all aspects of the solution, including strategic planning, project management, design and specifications, cross-functional stakeholder management, requirements, workflows, and training.

In 2017 responsibilities expanded to include photography and production management. Accomplishments included instituting standards and procedures enabling tracking and control, improved quality and consistency, and production time.

Claxson Media Group | General Manager for Online Content

Miami | 5/2000 – 2/2003

Responsible the development of online properties and digital assets that directly contributed to the company's B2B and direct-to-consumer business objectives. Produced the first B2B site offering PTVI's video titles catalog, video streaming new show launches, and Venus Online, a full-featured online extension of the company's television brand, Venus Channel.

Salud.com | Executive Producer

Miami | 8/1999 – 5/2000

Directed the planning, design and production of Salud.com, a well-funded internet startup and the premiere Spanish-language consumer health portal at the time. Responsible for producing a database-driven, scalable web platform through which high-quality content, cutting-edge features, and a world-class user experience could be delivered efficiently.

EDUCATION | Boston College

Awarded Bachelor of Science degree. Double major in biology and philosophy. Minor in computer science.

FRANK GARCIA ADDENDUM

Product Management

Understands how to create products that meet stakeholder and customer demands, exploit market opportunities, and confer a competitive advantage.

Translates customer needs and behavioral data into functional requirements and a detailed product backlog. Charts a rational strategic roadmap that balances competing priorities, based on a realistic understanding of resources and capabilities.

Finds innovative solutions to tough problems through creative collaboration and meaningful engagement with functional groups and stakeholders across multiple disciplines. Draws upon his broad range of experience spanning marketing, design, life sciences, teaching, digital technology, media, and consulting.

Products: Owner of the following B2C, B2B, and internal tools:

Medspa Products and Services Menu	Startup Client confidential	Product Owner. Developed product specifications for a state-of-the-art medical antiaging MedSpa.
Mission-critical CMS/replatforming	Viacom	Program manager overseeing product owners and dev teams to produce a new central CMS.
New CMS, ecommerce platform	Gates Corp	Accenture Client. Led the DAM/ECM phase. Adobe AEM Assets functional specification and implementation. Metadata schema, user governance, content architecture, tagging, policies, requirements gathering/product backlog, stakeholder education, content management strategy, content inventory.
AI-assisted content search and discovery	Morgan Stanley Wealth Management	Accenture Client. Solution consultant. Helped develop technical strategy to help investment advisors find the best available investing content for clients.
New card account management application, UX design	Capital One	Project manager
Enterprise DAM for all domestic and international ecommerce. Automated photo retouching system	Ralph Lauren	Project Lead. Ecommerce/DAM and product photography replatforming
Revamped client experience for internal custom Web development. Web prototyping/collaboration tools Code reuse DAM	Prudential Financial	Product Owner. Measurably improved the client experience with the company's internal web development service.
Copyright records Web-accessible database Workflow process to digitize 6 million new records	Accenture/US Copyright Office	Project Lead. Defined the functional requirements, UX, and metadata schema for a CMS to contain millions of newly digitized records, as well as the digitization workflow.
Enterprise DAM	Univision Online	Product Owner for the first enterprise digital asset management solution.
Video on demand movie catalog B2B website Consumer web sites	Cisneros TV Group, Venus Online	Product Manager. Profitable online extension of multiple Cisnero's Cable TV channel channels.
Consumer Website/Health Portal Vignette-based content publishing platform Editorial content system	Salud.com	Product Manager and Executive Producer. Directed design and production of startup Salud.com, a well-funded Spanish-language consumer health portal.

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Project Management

Proficiency in multiple project management methodologies and hybrid approaches.

Proven experience leading a broad range of projects.

Certified Scrum Product Owner (CSPO).

Project management competencies:

- Leadership
- Governance
- Process Management
- Tracking and Reporting
- Stakeholder Management
- Planning
- Decision-making
- Communication
- Vendor Management
- Risk Management

Thorough understanding of key project efficacy factors:

- **Direction** – Clearly defined and documented project objective that is measurable and a derivative of overall business objectives.
- **Awareness** – Awareness by all team members of key project facts such as objective, roles and responsibilities, performance, status, work in process, backlog, decisions, questions and answers, and schedule through project tracking (KPIs, self-serve real-time data), documentation (project working artifacts, meeting summaries, etc.) and reporting (releases, performance measures, etc.), as well as adherence to project documentation policies. This also results in project transparency for observers and management.
- **Efficiency** – Awareness (above) combined with maximizing productive time through coordinated time management, policies and procedures, and effective use of PM collaboration tools.
- **Fluidity** – Flexible adaption to changes in objectives, requirements, parameters, and other conditions
- **Logic** – Rational evidence-based decisions and planning.
- **Teamwork** – Resulting in high performance, quality output, and innovation fostered by creating an environment of creativity, mutual support, cohesion, fun, experimentation, debate, and collaborative problem solving.

Experienced in producing and maintaining essential project documentation and artifacts:

- Project Charter
- Roles and Responsibilities
- Fit Gap Analysis
- Personas
- User Journeys
- Feature List
- Product Backlog
- Kanban Board
- Activity Diagrams
- Sprint Burndown
- Epic, Product and Release
- QA Model
- Stakeholder Requirements
- Current State Processes
- Solution Design
- Use Cases
- Requirements Traceability Matrix
- User Story Template
- Sprint Backlog
- Roadmap
- Data Mapping
- Sprint Velocity
- Escaped Defects and Defect Density

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Enterprise CMS and Digital Asset Management

Content lifecycle management expert including DAM, ECM, WCMS . Designed, implemented and managed custom enterprise CMS/DAM solutions that solved key problems and unlocked content value for leading companies and clients such as Univision, Viacom, Accenture: Gates Corporation, Accenture: US Copyright Office, Ralph Lauren, and Prudential.

DAM proficiency includes:

- Content management strategy
- Metadata schemas, taxonomies, and metadata management
- Digital imaging and high-volume image processing and ingestion
- Content inventory and auditing
- Data and content migration
- Data and user governance
- Multichannel content distribution
- Digital rights management
- Solution design
- Metatagging operations including distributed tagging, automatic tagging and metadata embedding
- Asset "findability" and search functionality such as visual search and dialog-based video content search
- Replatforming
- Integration with marketing suite, ecommerce, WCMS and PIM systems
- Asset production workflows and automation
- Asset lifecycle management
- Training and user adoption.

Familiarity with a range DAM technologies, products and deployments. Software platforms including Adobe, OpenText, Canto, SalesForce, NorthPlains, Nuxeo, Mediabeacon, Widen, Extensis, Alfresco, Acquia, Sharepoint, and Sitecore.