

# FRANK GARCIA

Product owner, digital transformation manager, and content management expert.

## Independent project and product consultant

NYC | 5/2018 – present

Lead agile teams and individual clients in clarifying vision, understanding needs and, and executing adaptive strategies that work. Recent focused in medical case management and health product management.

Client: **Multiple clients | Healthcare Project Management/ Patient Advocate**

1/2019 – 8/2019

Optimally manage multidisciplinary healthcare for clients facing challenging health issues to achieve best possible outcomes. Individual biology, condition, and goals are reconciled with available evidence and feasibility parameters to define treatment objectives and strategy. All aspects of care are organized, facilitated, and monitored to ensure

- Full adherence to latest clinical practice guidelines
- Practitioner expertise and current knowledge of relevant science and latest treatment options
- Communication and collaborative problem solving between specialist providers.
- Evidence-based integrated recommendations that prioritize objectives over convention
- Error prevention.

Client: **Balena | Agile Product Owner (Certified (CSPO) Scrum Product Owner)**

1/2019 – 8/2019

Product owner for an anti-aging medical startup's products/services definition and roadmap. Led teams to define brand identity, product promise, differentiation, and scope. Defined services to fulfill product promise, refined by scientific research, market data, and stakeholder requirements. Iterative critical reviews and testing with multiple stakeholders and clinicians led to final multi-phase roadmap and actionable product backlog. COVID-19 pandemic prevented opening which is planned for Spring 2022.

Client: **Viacom | Program Manager**

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.

- Redefined project objectives and target delivery dates and produced a project plan and roadmap.
- Resolved key obstacles, built consensus across teams around communication, documentation requirements, and responsibilities, which led to improved project performance.
- Helped the product owner take over product backlog responsibility which had been assigned to the platform vendor, organized requirements and facilitated backlog refinement.
- Provided visibility through JIRA-powered dashboards, real time Sprint burndown, Sprint Velocity, and other Agile reports, as well as a Confluence project site. Regularly reported project status directly to the senior management team. Within two months workstreams were on schedule and stakeholder confidence had improved significantly.

## Accenture | Manager

NYC | 11/2016 – 4/2018

Product owner, project lead, and transformation manager in engagements with fortune 100 companies, Example projects:

**Gates Corporation | Product Owner/Functional Lead for AEM DAM:** Global manufacturer wanted to reduce spending on redundant content production, satisfy resellers content needs, and expand ecommerce with a new ecommerce and DAM solution.

- Formed stakeholder groups, quickly achieved consensus on objectives, metrics, requirements, and a roadmap.
- Managed product backlog and led development team in producing a high-quality, tested and validated product that met all requirements and achieved business objectives.
- Content inventory and analysis, metadata schema design, workflows, governance policies and content migration plan.

**Verizon | Product Owner/Project Manager** Verizon wanted to reduce call center usage through improvement of its customer support site. The redesigned site succeeded in reducing call center usage by 35%.

- Worked with internal stakeholders to define business objectives and success metrics.
- Used content inventory analysis, site usage data, and call center records to assess existing content value, specify needed content, and align with UX requirements.
- Produced an actionable product backlog of user stories and roadmap.

## Independent | Digital Transformation and Product Owner Consultant

NYC | 6/2013 – 10/2016

Lead content lifecycle optimization and digital transformation initiatives, focusing on content strategy and management, metadata and data migration.

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

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

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

Key responsibilities and accomplishments:

- Proved feasibility and procured senior management approval.
  - Established productive stakeholder engagement, achieved consensus on requirements and MPV
  - Led vendor selection process and defined contract terms.
  - Maintained product backlog and led agile events
- Produced system specifications and configuration details for vendor to implement.

## **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 photos reuse by 18%. Reduced network load by 70%.
- Asset rights violation complaints disappeared.
- Made it possible for editors worldwide to access Latin Grammy event photos in 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, an 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.

## **PRIOR EXPERIENCE**

### **NeXT Computer | Sales Communications Manager**

Responsible for producing and managing a repertoire of tools to aid the NeXT sales force. Collaborated with Marketing, Sales leadership and Steve Jobs to deploy marketing, training, presentation, and technical materials, digitally and in print, for all channels.

### **Apple | Marketing Support Representative**

Managed marketing and sales support for Apple's higher education channel accounts in the Midwest region, ranked #1 in sales revenue and growth. Accounts included University of Chicago, Northwestern University, and Notre Dame.

**EDUCATION | Boston College:** Bachelor of Science degree. Double major in biology and philosophy. Minor in computer science.