CORNELIA HERMAN

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Seasoned project manager and business analyst with significant experience delivering custom software solutions that solve business needs and improve the user's experience. Established track record of success in managing project delivery that satisfies the asks of the product owner on time. Experienced in strategic planning, data driven project prioritization, user experience analysis, and enterprise project management.

SKILLS + EXPERTISE

Wireframing	Business Analysis	Familiar with JavaScript
User Experience Analysis	Requirements Elicitation	Familiar with CSS/HTML
Strategic Planning	Agile Methodologies	Familiar with Node.js
Roadmap Development	Business Process Design	

EXPERIENCE

PRODUCT MANAGER, COMMERCE PLATFORM | EQUIFAX   2020   PRESENT
- Drive requirements for a multi-tenant web delivery platform for B2B end users
- Work across business units to gather requirements and assess what is global, what needs to be extensible, and what should stay within the business unit to ensure autonomy while providing lift

LEAD PRODUCT OWNER | EQUIFAX   2017   2020
- Drive requirements for a multi-tenant global web delivery platform for B2C end users
- Delivered on time for the Canadian implementation, resulting in 10 - 100 new users per month from Oct 2018 to to present
- Worked across teams to ensure delivery in compliance with standards including but not limited to Networking, Security, Fraud, International Business, Legal, etc.
- Conducted and led agile practices for the team as well as leading program wide ceremonies such as Planning Increment Readout, cutline definition, backlog refinement, roadmap planning, and system demos.

PROJECT MANAGER BUSINESS ANALYST, WEB AND SALES CENTER | ALLCONNECT   2016   2017
- Partner with executive leadership, account management, product owner, and multiple external partners as the project manager for all web and call center product ordering tools, translating into responsibility for annual revenue of approximately $85 million per year

- Drove a major project to retire a legacy system that resulted in all of websites to be profitable for the first time in two years
- Implemented a scrum-based agile model for two lines of work to ensure the delivery of high return on investment work as well as smaller fixes and enhancements to production quickly and with minimal oversight
- Guided the retirement of Adobe Analytics/Omniture while replacing reporting capability of Google Analytics to save the company unnecessary expense based reporting needs
- Mentored the product owner to help guide prioritization based on thorough product knowledge acquired through extensive experience with the product (system and agile)

CONSUMER EXPERIENCE ANALYST | ALLCONNECT   2013   2016

- Maintain provider partnerships and relationships to help grow and innovate our product as well as train groups on how the system works
- Control the presentation of products for providers on multiple websites via the hybris management console (an SAP system) and a home grown platform
- Advance the transition of all sites and providers from the legacy platform to the new platform while maintaining sales goals
- Manage actions of multiple departments to enhance the user experience as well as ensure compliance with state regulation for electricity or natural gas
- Facilitate the successful implementation and maintenance of new APIs which result in an average increase in accept rates of 15%

DEPARTMENT MANAGER | URBAN OUTFITTERS   2010   2013

- Controlled the daily operation of the store by delegating tasks to 3-8 associates which increased the day's sales by up to 64% from the year prior
- Maintained and delegated tasks for a department that composed 54% of the store's business
- Controlled the floor of the fifth highest grossing Urban Outfitters in the company, while maintaining and delegating department task that composed 25% of that volume
- Grew associates and team leads into leaders to continue productivity of this location as well as the company

SKILLS + EXPERTISE

Strategic Planning	Agile Methodologies	Roadmap Development
Business Analysis	Business Process Design	Requirements Elicitation
User Experience Analysis	APIs	Wireframing

EDUCATION + CERTIFICATIONS

In Progress - GeorgiaTech Coding Boot Camp

Bachelor of Science Cum Laude, Studio Art: Industrial Design – James Madison University

Minor, Integrated Science and Technology: Manufacturing – James Madison University

Certified ScrumMaster – Scrum Alliance