

# MICHAEL A. MANCUSO, PMP, CSP

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## PRODUCT LEADERSHIP AND DIGITAL MARKETING STRATEGY

**15+ years of experience managing complex digital projects from concept through delivery.** Equally adept at planning and execution, effectively managing multiple projects at various stages of the product development lifecycle. Known as someone who can be depended on – delivers projects with measurable success.

**Program management experience includes products, projects, and operations.** Proven track record building consensus and collaborating with cross-functional stakeholders, ranging from executive leadership to front-line associates, leading to a shared-sense of ownership for digital technology projects.

**Disciplined practitioner of data analytics, history of successfully using data to collaborate with team, determine project prioritization, and develop roadmaps.** Conveys complex information clearly, regularly engaging appropriate teammates to iterate and improve performance of sales operations. Upbeat personality, hands-on collaboration style and calm demeanor bring out the best in employees and co-workers, even in high-pressure situations.

### AREAS OF EXPERTISE INCLUDE

- Agile Project Management
- Coaching and Development
- Lean Six Sigma Black Belt
- Budgeting / P&L Responsibility
- Team Culture Development
- Process Optimization
- Cross-functional Engagement
- Blue Sky Facilitation
- Strategic Planning

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## PROFESSIONAL EXPERIENCE

### THE WENDY'S COMPANY

2017–Present

#### Digital Product Owner, Digital Analytics Manager

Managed Wendys.com, Personalization, and Digital Analytics for AdWeek's Hottest Digital Marketing Team of 2017. My work supports a FORTUNE 1000 leader in the quick service restaurant industry, serving 30+ countries with 6,500+ locations across the globe.

#### Product Ownership

- Identified opportunities to automate 100+ days of manual effort through the adoption of a new Content Management System. Created RFP and developed a balanced scorecard that ranked 20+ vendors by business impact.
- Selected Acquia Drupal and partnered with VML to launch the new Wendys.com in 90-days. Streamlined content approval workflows, reduced load time from 3.8s to 1.6s, and decreasing bounce rate by 50%.
- Created framework to increase engage customers and enhance goal conversions using personalized content through Acquia Lift. Partnered with agency, content team, and cross-functional leadership to launch product.
- Spearheaded initiative to replatform legacy MDM systems to enhance product, customer, and location master data.

#### Digital Analytics

- Created analytics strategy and identified KPIs to create a single view of our digital ecosystem. Identified cost-savings of \$100k+ through technology consolidation.
- Selected Google Analytics 360 and Firebase to create a flexible analytics architecture, creating a single source of truth across our Web, iOS, Android, and Kiosk applications.

#### Agile Coaching

- Mentored teams, identified root causes of problems, and created action plans to mature application of agile practices.
- Lead training workshops, facilitated blue sky sessions, focused groups on identifying, prioritizing, and executing actionable next steps.

**OWENS & MINOR**

**2013–2016**

**Technology Strategist and Architect**

Recruited to create and manage web technologies for FORTUNE 500 leader in healthcare logistics. Identified organizational needs and created strategic plans, leading to multiple, successive promotions.

- Designed and managed the development of a platform to streamline the hospital supply-chain assessments process, resulting in \$1.1-million annual savings and 95% reduction in assessment time. Created roadmap based on user engagement and needs assessments, leading to the automation of post-assessment reports and presentations and resulting in a 30x improvement in proposal response times.
- Promoted to a new role within Owens & Minor University and tasked with designing a new customer-facing learning platform. Created user personas, wireframes, supporting collateral, and marketing campaigns that grew website and learning management system from concept to a resource used by 46,000+ users across 350+ hospitals, generating \$4.6-million in net revenue in the first year.
- Promoted to Sr. Software Architect, Customer Applications and tasked with defining strategic roadmaps for customer-facing enterprising applications. Managed technology line of business integration plans for mergers and acquisitions.
- Promoted to work in Office of Program Management, a new business unit tasked representing the CEO's strategic initiatives to members of the Executive Leadership Team. Designed all templates and deployed web-based project management platform to manage and track projects.
- Introduced project management web app and methodology to O&M's Center for Excellence. Within 60 days I was asked to expand the deployment to the services division, where it was used to manage projects at 190 hospitals, saving \$190-thousand per year in licensing costs and improving productivity by saving 30 minutes per teammate per day.

**VISIONWARE**

**2011 to 2012**

**Vice President of Marketing**

Recruited to create the marketing strategy for a multi-national Master Data Management leader. Supervised a team managed a \$700-thousand budget.

- Produced first measurable view of marketing operations by defining processes, establishing KPIs, and streamlining operations by implementing project management software.
- Developed and executed content strategy, leading to the creation of a website and micro-sites with original messaging and collateral targeting prospective customers in the US and UK.
- Created \$450-thousand in new business and added \$1.2-million in qualified sales opportunities by managing the company's relationship with Microsoft and securing new partnerships with Deloitte and InfoSys.

**THINK (V2)**

**2008 to 2011**

**Founder, Technology Strategist**

Consultancy focused on providing product vision, market strategy, and technical guidance for hospitals and health systems as well as technology companies entering the healthcare market.

**SYMX TECHNOLOGIES**

**2005 to 2008**

**Founder, Chief Technology Officer**

International healthcare project management company created a new technology business unit built around using RFID hospitals to managing patient flow and streamline operations.

- Expanded customer base and secured \$6-million in new business by leading the acquisition of Guest Technologies and Active RFID Systems. Created line-of-business integration plans and assumed leadership of technical teams.
- Architected and implemented RFID solution to track the status of more than 25,000 assets across 151 health care clinics for a \$150-million project with Odell International and U.S. Army Corps of Engineers for the Iraqi Ministry of Health.
- Saved \$150-thousand annually, reduced the need for temporary resources by 80% and improved the response to customer requests by 60% by spearheading ISO 9000:2001 compliance. The project including value engineering, digitizing all internal forms, and creating a document management system

## TECHNICAL SKILLS SUMMARY

### Digital Marketing and Analytics

Google Analytics 360, Localytics, Acquia Lift, HubSpot, Salesforce, Dynamics, Tableau, Qlik, MailChimp, Constant Contact, Exact Target, VisionWare MDM, Yext.

### Creative Software

Photoshop, Dreamweaver, Illustrator, InDesign, WordPress, Joomla, Drupal, OmniGraffle, Sketch, Balsamiq, Invision

### Learning Management

Cornerstone, Docebo, SimplyDigi, SkillSoft, HealthStream

### Productivity Software

Microsoft Office (Word, Excel, PowerPoint, Visio), Microsoft Project, TeamWork, Basecamp, TeamGantt, DaPulse

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## CERTIFICATIONS

### Project Management Institute

PMP, PMI-ACP

### MSI

Lean Six Sigma Black Belt

### CompTIA

RFID+, Net+, A+

### ScrumAlliance

CSP, CSM, CSPO

### Google

Analytics IQ, AdWords

### HubSpot

Inbound Marketing

### Scrum.org

PSM, PSPO, PSD, SPS

### Microsoft

MCSE, MCSA, MCP

### Yext

Certified Partner

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## HONORS

### MICROSOFT

#### Most Valuable Contributor

Honored for contributions to Microsoft's BizTalk 2006 R2 RFID TAP Program: Proximity-Driven Workflow Engine, Inferential Delineation Model, Independent Instances of BizTalk RFID.

### MICROSOFT

#### Partner Advisory Council

Member of partner program tasked with defining go-to-market strategies, fostering product to field enablement, and providing feedback on Microsoft's forthcoming solutions.

### COMPTIA

#### Technical Advisory Committee

Invited to join advisory committee developed by CompTIA to provide leadership and direction for certifications. Authored exam questions and objectives for the RFID+ certification.