

FRANK GARCIA

Project Manager, Certified Agile Product Owner, DAM/CMS Expert

BNY Mellon Wealth Management | Product Manager VP

NYC | 3/2022– present

Manage an internal application, as product owner, used by wealth managers and operations stakeholders to manage client services.

Led transformation of a non-essential application into a mission critical platform in part by defining a product strategy that reorganized and redefined technology resources to align with stakeholder priorities and business objectives:

- Shared platform used to create the application was upgraded to latest module federation technology allowing teams to independently develop and manage applications and share functionality in runtime.
- A platform-as-a-service program was set up to provide support, standards, and governance.
- Application was redesigned as an integration portal through which platform tenants could publish their apps, bypassing the need to develop entitlement management, navigation and other and other functionality, further shortening time to market and improving quality.

This led to a significant increase in new functionality development by line of business teams, contributing to a robust tool for users.

Ongoing application evolution through collaboration with platform tenants on application design, consistent stakeholder engagement, product backlog management, and planning as part of an Agile team and a SAFE ART.

Healthcare Product Consultant and Private Patient Advocate

Multiple Clients: Patient Advocate

NYC and CA | 1/2019 – 12/2021

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.

Viacom | Independent Consultant | Program Manager

NYC | 8/2018 – 12/2018

Contracted to improve performance of Viacom's CMS re-platforming project and assume program management responsibility.

- Serving DTC and B2B channels, involving extensive integration, complex migration, and multiple development teams.
- Redefined project objectives, set target delivery date and produced a roadmap.
- Resolved obstacles and built consensus around key issues leading to improved project performance.
- Helped transfer product backlog responsibility from the platform vendor to internal PO.
- Provided visibility through JIRA-powered dashboards, Agile reports, and a Confluence project site. Reported project status directly to the senior management team.
- In two months workstreams were on schedule and stakeholder confidence improved.

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: Client 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: Client 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.

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Independent | Digital Transformation Consultant

NYC | 6/2013 – 10/2016

Lead content lifecycle optimization and digital transformation initiatives.

Client: Ralph Lauren | Ecommerce DAM and Product Photography Insourcing

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:

- Demonstrated feasibility and obtained senior management sign-off.
- Engaged stakeholders, achieved requirements consensus, maintained product backlog.
- Wrote RFP, led vendor selection, and defined contract terms.
- Produced system specifications and configuration details.

Prudential Financial | Business Analyst

NJ | 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:

- 60% content ROI increase, 30% production cost decrease, 18% more photos reuse, 40% network load reduction.
- Asset rights violation complaints disappeared.
- Photography quality, consistency, and production time improved. New workflows made it possible for editors worldwide to access Latin Grammy and other event photos in minutes.

Responsible for all aspects of the solution, including strategic planning, project management, design and specifications, stakeholder requirements, training, and photography production management.

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.