

Madonna Swanson, PMP

Organization Whisperer and Enterprise Program Ninja

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Business Aligned Technology Leader

EXECUTION/achiever
STRATEGIC/learner

INFLUENCING/maximizer
INFLUENCING/competition

RELATIONSHIPS/positivity

StrenthFinder 2.0

Disciplines: M & A, ITIL, PMI, Agile, Lean, XP, Princez, TDD, DevOps, Strategy, Budget, P & L, OKRs, Regulatory, Stock Value, Value Stream, Human Centric Change Management, Design Thinking, Customer Journey, Future/Current Spec, Business Hypothesis Experimentation/Ideation, Distributed Teams, On/Off shore, Vendor Management, Team Mentor and Development.

20+ years building stellar teams that deliver mission critical high-profile global initiatives on time and under budget. An M & A specialist with an authentic organizational whisperer DNA. A self-starter who successfully builds PMOs and Portfolio organizations leveraging agile at scale, lean principles and design system thinking. A calculated risk taker to get process moving quickly in transforming ideas into action. The right blend of business acumen and technology expertise; easily pivots from C suite to daily agile standups.

Acknowledged for capacity to inspire and motivate, achieve consensus, mediate and deliver goals among a diversity of personalities, precarious situations, and changing priorities.

- Proven to serve as a powerful influencer among thought leaders, key stakeholders, c-suites executives, and partner organizations.
- Inspirational leader with a track record in galvanizing high-performance teams to embrace a singular vision.
- Exceptionally well-skilled in idea generation and connecting complex and disparate information into a distinct concept with business centric success metrics.
- Tenacious to drive initiatives from concept to roadmap to operational. Creatively removing blockers.
- Continuously creating modern program management practices which drive efficiency and motivate teams.

Professional Experience

TW, New York, NY | February 2015 -Present

Global Enterprise Program Manager / Implementation Lead

Notable clients: Honeywell, Intel, Fidelity, Aldo, Credit Suisse, Kroger, 84.51, ExxonMobile, GAP

Developed lean/agile PMO from ground up; utilized design principles to find balance of lean standardization. Key components: project value and metrics, KLLs, OKRs, living roadmap, smart-scope, proactive risk management, cross team dependency management, milestones/pivot points, 360 degree stakeholder, agile SOWs and procurement, agile at scale, agile 3rd parties. Developed career path program for project managers which includes 68-dimensional competency model. Established a sustainable crowd source feedback framework (3+yrs).

Key executive program manager principle for high value clients; program rescues and turnarounds.

Notable results: Results include: 10% lift in conversion, 98%+ uptime, and 30% reduction in time-to-market. Recipient of Apple Best Application 2015.

Global Enterprise Program Manager / M & A specialist

Notable clients: Pfizer, BlackRock, Ernst & Young, Deutsche Bank, DPWN, DHL, T Mobile, Schwab

Partnered with companies' c-suite executives and embedded with senior leadership to develop and implement aggressive mission critical initiatives including 100+ M & A projects for integration.

- Created global M & A PMO (500+ in organization) – invented impactful executive reporting for 365 ongoing interlined projects. Implemented autonomous team model, business result driven metrics.
- Co-created global PMO for telecom company. Included creating portfolio prioritization model, selecting and implementing global PPM tool, creating repeatable framework and process for M & As. (reduced time to integration by 50%).
- Developed business-centric strategy aligning legal and regulatory with clinical and IT systems for outsourcing of Pfizer Stage 1 & 2 clinical trials. Successfully led program. **Notable results: 2-year program completed in budget/on time with no outages for doctors, patients, system techs. Received project of the year.**
- Created multiple strategies and led enterprise transformations moving organizations off legacy systems to modern environments to include messaging, data centers, networks, and end user computing; implemented custom change management methodologies which decreased support needs. **Notable results: Initiatives completed 80% in budget with \$3M in savings from innovative vendor management model. No business outages.**
- Created end-to-end strategy and led implementation for integration post M&A (Pfizer/Wyeth). Medical device group, Medical & Business systems, Clinical programs: Australia, APAC, Canada and Europe. Aligned multiple organizations and 3rd party vendors for integration and compliance with Safe Harbor, POL 501; FDA filing and regulations. **Notable results: 20% budget savings; completed ahead of schedule.**
- Established IT department methods, measurements, vendor contracts, quality standards and SDLC for startup.
- Established from ground zero a global program for integration post M & A (17 organizations, 161 countries). Implemented numerous innovative practices: budgeting model, metrics of success, deployment model, program governance and autonomous global teams. Successfully able to organize extreme complexity in order to provide executive critical data for decision making and course corrections. **Notable results: Successful integration; 20% cost savings on team, 25% cost savings on vendor support.**

I-PHYSICIANNET, Phoenix, AZ | December 1999 – August 2003

Application Development Director / Senior Project Manager / QA Lead

Created and implemented new methodologies and ways of working in software development and quality assurance departments. 12 developers, 4 PMs, 4 QA, 2 Release Engineers.

- Implemented new QA procedures and processes which reduced rollbacks by 80%.
- Created innovative methodology for software developers which resulted in **quadrupling productivity** of the team.
- Created a proprietary SDLC (Flexible Quick Qualitative); implemented at a national bank USA.

Publications & References

<https://www.linkedin.com/in/madonnaswanson/detail/recent-activity/posts/>

<https://www.madonnaswanson.com>

Education

Post-grad Professional Cert, Strategic Management | Harvard Extension University, 2017 (GPA 4.0)

Post-grad Professional Cert, Global Corporate Sustainability | Harvard Extension University, In progress

Bachelor' Degree (global equivalent) | University of Saint Thomas, University of Phoenix, University of ND

Project Management Professional #1032560, since 2007

Extensive training in design and systems thinking; negotiation and conflict resolutions

ADDENDUM: Program Details

Senior Global Program Director – Pfizer, NYC, NY Nov 2012 – Jan 2015

Business Scope: Clinical Trials, Pharmaceutical Research and Development, Regulatory and Compliance, Vaccine

Designed and managed global program for implementation of a new clinical trial management environment. Encompassed workstreams for legal, vendor management, FDA processes, compliance, validation, technology, communication, training. Top priority for Pfizer, industry revolutionary methodology.

Implemented M3 Management System (measure team performance direct to corp goals, manage external dependencies, provide Senior LT transparency into team progress). Assisted teams to identify business data solutions. Vaccine – established new CMCD Process for management of specimen tracking; migration to new platform

Senior Global Program Director – Deutsche Bank, NYC, NY May 2012 to Sep 2012

Business / Scope: Investment bank, trading, financial, HR; 60K users; 80 countries

Global program manager for 5 enterprise programs: Win7 application remediation, Lotus Notes to **SharePoint migration**, Lync infrastructure and client deployment, Exchange setup, Outlook migration. Negotiated sensitive relationship with global vendor.

1240 applications remediated for new platforms. Included remediation of client server applications.

Supported Global Investment Bank –trade processes including OTC derivatives, fund management, traders. Coordinated the rollout of email, Lync, app remediation, Lotus Notes to Sharepoint for users in Global Investment Bank – utilized Lync federation for trading groups.

Complete PMO governance;

Senior Global Program Director – BlackRock, NYC, NY Feb 2012 – May 2012

Business / Scope: Investment bank, asset management, trading, premier, iShares, IT, operations; 13K users; 20 countries

Global enterprise program for new desktop strategy implementation. Discovery, analysis and build strategy for all offices in America's region –network, data centre, computing (cloud vs. onsite), VDI, XenDesktop. Developed and initiated rollouts. Program support for end users (road warriors, traders for OTC Derivatives, Fund Managers, etc.). Great success with end users.

Designed and implemented system for database and dashboard reporting for office/user profile

Senior Global Program Director –Ernst & Young, NYC, NY May 2011 – Feb 2012

Business Scope: Tax, Audit, Marketing, Advisory, Accounting, HR; 170K users, 143 countries; \$70MM, team 600 ppl

Wholly owned and created program from ground up utilizing proprietary methodology. Enterprise migration to new Microsoft based technology, Security, Application Remediation, Data Center Remediation

Multiple Workstreams: SCCM, Core Image, Application Remediation; Application Sunset; Security vendor selection and deployment; Data Center Consolidation; Exchange and AD integration; Deployment; Service Desk; Operations, Notes to Sharepoint migration. Global sourcing internal, external, 3rd party, offshore/onshore.

Program objectives: Design, build and deploy Win7 loadset, deploy new EPP (Symantec), infrastructure for data centers, regional, local endpoints. Discovery, analysis, remediation of 80K applications. Remediate firm wide proprietary tax and audit applications. Data center consolidation; server remediation; coordinate with messaging and collaboration program.

Senior Global Program Director – Pfizer, NYC, NY Sep 2009 – May 2011

Business Scope: Clinical, Financial, Sales, Brand Products, Regulatory, Web, Operations, IT, 50K users, 20+ countries; \$30MM

Integration of Wyeth to Pfizer for MDG group, APAC, Canada and parts of Europe. Multiple workstreams: eRoom to Share Point, proprietary pharmaceutical industry applications,

Senior Global Program Director – Pfizer, continued

Delivery of programs in adherence to strict global and local government regulations such as: Safe Harbour, POL 501; Clinical Trials (ClinPharm), FDA filing and regulations. (Included APAC countries, Europe and USA)

Successful at building lean fast moving global team – resulted in delivery savings of 20%.

Business applications, financial systems, (Oracle, SAP) HR systems (People Soft) email, infrastructure, medical systems. 30+ countries, 45 business systems. Global sourcing internal, external, 3rd party. Adhered to and create appropriate audit trail for adherence to regulations governing pharma industry. Significant application remediation, intersecting with data center consolidation

Senior Global Program Director PMO, Interoute, Europe (Telecoms) Mar 2008 – Jan 2009

Develop/implement PMO; program rating system, adaptable framework for M & A projects. Reduced time for integration post acquisition by 50%. Developed / managed PM mentoring program.

Global Senior Program Director, DHL-DPWN, Global (Logistics, Shipping) Nov 2004 – Oct 2007

Business/Scope: Cross all business units; 168MM, 250K users; 161 countries; team 600+, Multiple 3rd party vendors

Wholly managed all aspects of global enterprise wide infrastructure and application integration post M & A between DPWN and 2 acquired global firms. Report direct to C level.

Developed business case, P & L, estimates, program framework, reporting, vendor management . Implemented a matrix governance model which contributed to 20% savings in personnel cost.

Email, Active Directory, Security, Desktop Deployment; Data Center Infrastructure, Service Desk, Operations. Re-engineered change process for greater efficiency and global collaboration. 365 individual projects.

Director Technical Operations, Face to Face Meeting, Phoenix AZ (Web-Video) Jan 04 – Mar 05

End to End – C level reporting: Set foundation for new corporation IT department - Developed all processes, procedures, methodologies. Establish protocols for coordination with 3rd party abroad team. Implemented proprietary SDLC and methodologies based on LEAN ADM.

Senior Project Manager - Logistical, Schwab, Phoenix, AZ (Financial) Aug 2003 – Dec 2003 and Apr 2004 – Sep 2004

End to End – C level reporting: Managed vendor relationship with IBM and on the ground logistics for turnover of mainframes. Program was designed utilizing first-ever JIT methodology. Program executed without occurrence of fines for late delivery.

Implemented new mainframe without causing delays to end user (traders, bonds, OTC, etc.) - Ensured the 1.5 MM/day penalty was not incurred.

Senior Project Manager ADM National Bank AZ, Phoenix, AZ (Financial) Dec 2003 – Apr 2004

Analyzed retail and investment bank processes to develop and implement an SDLC which incorporated the new regulations of GLBA.

Director Software Development, i-PhysicianNet, Phoenix, AZ (Web, Pharama) Dec 99 – Aug 03

Business / Scope: Pharma brand sales, physician, healthcare

Modified Software Development and QA departments – implemented LEAN discipline.

Resulted in productivity increase 4 fold; rollbacks reduced by 80%; time to market through QA by 30%. Developed a rating system for prioritization of fixes and new projects. Rating system linked directly to support company objectives.