

Andrew Brodsky

Certified Scrum Product Owner

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Summary

Seasoned Internet professional with 20+ years experience in leading Web design and application development. Demonstrated ability to build key relationships, motivate teams to set and accomplish ambitious results, and design innovative solutions to solve complex problems. Outstanding communicator, resourceful, and action-oriented.

Key Accomplishments

- Implemented ad hoc CMS content and deployment tool for location information that resulted in a savings of \$6,000,000 annually.
- Led enhancement of mobile check-in that allowed for guests to select their exact room, including upsell opportunity, on Android and iOS.
- Managed the creation and delivery of 700+ ancillary web pages for legacy Starwood hotel websites used to provide expanded content for dining, golf, meetings, spa and weddings.
- Created Enterprise Solutions website to support media campaigns that captured 10,000+ customer leads over the first six months.
- Launched a new urgency messaging system within the search and reservation process that increased hotel room reservation conversions on the first visit by 7% year over year.

Work experience

Digital Program Manager

2019 - Present

AARP

Manage the day-to-day elements of a cross-enterprise project. Maintained overarching project plans and roadmaps that include timelines from multiple working groups, milestones, schedules, key dates, progress against targets, and risks.

Beta Tester

2015 - Present

Independent Consultant

Beta testing for iOS Apps/Websites and Consumer Electronics.

- Performing various types of testing like gameplay, specific use cases, and Ad-Hoc testing.
- Compiling bugs in a database (e.g. JIRA) with precise description.
- Provided enhancement and feedback ideas

Senior Digital Program Manager

2018

Marriott International

(1 Year Contract) Managed several strategic integration projects for the transition of Starwood hotels to Marriott digital platform. Partnered with Loyalty team, IT, and Content team to build and launch a series of reusable tiles that could be configured without IT assistance and used to deliver adaptive web content. Established a partnership with Marriott Legal team, and IT to deliver Global Data Protection Regulations (GDPR) strategy across all Marriott and Starwood websites.

- Led the delivery of consolidated web experience for Marriott Rewards and SPG loyalty programs.
- Managed the creation and delivery of 700+ ancillary web pages for legacy Starwood hotel websites used to provide expanded content for dining, golf, meetings and

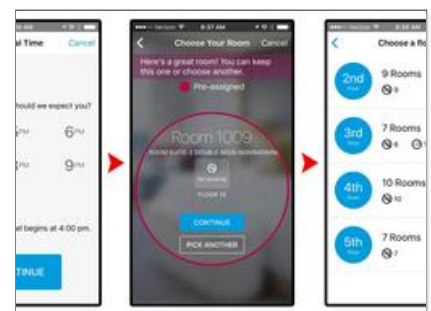
Portfolio



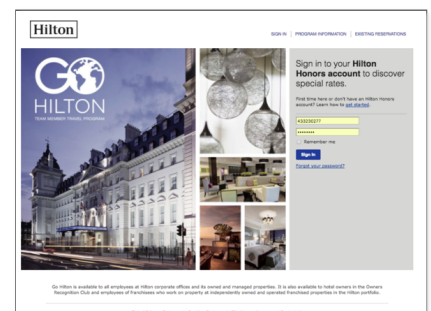
Marriott - Loyalty Migration



Marriott - Property Pages



Hilton - Digital Check-in



Hilton - Go Hilton

events, spa and weddings.

Director, Digital Product Management

2017

Gannett/USATODAY Networks

Product director focusing on user engagement for 110 newspaper websites owned and operated by Gannett/USA Today Networks. Responsible for the vision of testing and optimization. Created and managed product road maps for website optimization, and ad blocking and recovery. Led evaluations of a new optimization vendor, coordinated the selection process and worked with the sourcing team to complete the vendor negotiation.

- Developed a website optimization enterprise-level program. Created all procedural documentation, intake process, and reporting templates for multivariate testing on the 110 newspaper websites.
- Led the adblocking and recovery strategy program to create operating procedures to address the 12 million dollars annual revenue loss.



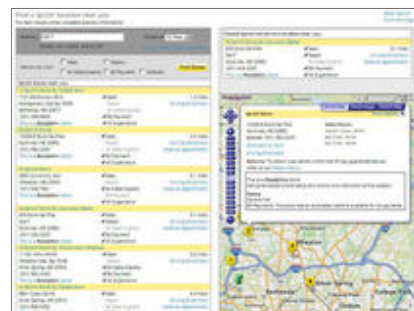
Hilton - Home Page



Hilton - Web Map View



Hilton - Urgency Messaging



Sprint - Retail Locator



Sprint - Mobile Store Locator

Director, Digital Product Engineering

2011 - 2017

Hilton Worldwide

Served as a Digital Product Engineer for all 13-brand customer-facing websites. Facilitated technical SME search functions and location information for all digital products. Developed functional requirements' documentation for digital projects to ensure final solutions mapped to identified business needs and key performance metrics. Created product roadmap, user-acceptance testing script creation, and validation for product releases. Led top priority business initiative of redesign and enhancement of the company's team-member travel website. Guided integration of IBM's Interact personalization platform within brand sites for on-time and on-budget release. This project was to support Hilton's business initiative to create a 360 view of customer interactions. Represented product team within the optimization steering team.

- Implemented ad hoc CMS content and deployment tool for location information that resulted in a savings of \$6,000,000 annually.
- Launched a new urgency messaging system within the search and reservation process that increased hotel room reservation conversions on the first visit by 7% year over year.
- Managed a team of three senior product managers. Three previous employees were promoted to director.
- Served as the product owner on the Agile Scrum team. Defined product roadmap and managed development backlog.
- Drove the website implementation and deployment of IBM's Interact to implement a personalized user experience on the brand sites.
- Led the creation of a prototype for the ability to see views from a room from a mobile app (<https://cloud.google.com/customers/hilton-hhonor/>). This prototype led to the mobile app enhancement that allowed the user to view the hotel on a map and select the exact room during early check-in on a mobile device, on Android and iOS.

Product Manager - Location & Mapping

1999 - 2011

Sprint Nextel

Managed and led the launch of two strategic business initiative web-to-retail programs, Reserve in Store and ReserveNow. Oversaw launch of GIS application, demonstrating street-level service coverage for wireless products. Drafted business requirements and functional requirements, as well as user-acceptance and regression testing. Launched externally-hosted interactive sales and service store locator with ESRI, Inc. Managed vendor selection process, requirement intake, development, design, and deployment. Led Nextel.com registration process, including strategy and road-mapping, day-to-day operations, and enhancement development.

- Overhauled the website location strategy including a new store locator, coverage maps and mobile locator.
- Created Enterprise Solutions website to support media campaign that captured 10,000+ customer leads over the first six months.

Website Manager Chevy Chase Bank	1998 - 1999
Communication Specialist CareFirst Blue Cross Blue Shield	1995 - 1998
Marketing Manager Stage Two Communications	1993 - 1995
Marketing Manager Bath Springs Water, Inc.	1992 - 1993

Skills

E-commerce, Product Management, Program Management, Project Management, Online Marketing, GIS, Application Development, User Acceptance Testing, Identity Management, Customer Privacy, Web analytics, Optimization, Responsive and Adaptive design, Waterfall and AGILE Development

Awards and Honors

- Circle of Excellence Nominee - Leadership and performance on the Reserve in Store and ReserveNow project launches. (Sprint Nextel, 9/10)
- On the Spot Award - hard work and leadership around authentication and customer privacy (Sprint Nextel, 4/06)
- Excellence Award - Sprint.com Sales and Service Locator (Sprint Nextel, 3/06)
- On the Spot Award - Resolving high profile customer care issues (Sprint Nextel, 3/06).
- Presenter at ESRI user conference - invited to present the Nextel.com sales and service store locator project.
- On the Spot Award - Reducing fraud in low cost channel (Sprint Nextel, 4/04)

Certified Scrum Product Owner Scrum Alliance	- 1/18/2018
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Bachelor of Science Ithaca College Psychology and Business	08/1987 - 05/1991
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Sprint - Coverage Tool



Chevy Chase Bank - Home Page



Carefirst (BCBSNCA) - Home Page