

William Waters, CCIM

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Certified Continuous Improvement Manager - Project/Program Management – MSI Credential ID 127416

Over 25 years of business process improvement, program management and project management experience in Information Technology, Finance and Marketing industries with a focus on customer relationship management (CRM) & LEAN methodologies. Strong project management experience utilizing Agile, Waterfall and custom, hybrid approaches, with proven ability to analyze business problems and drive change while implementing cost effective solutions.

CONTRACT-BASED EMPLOYMENT 2021 – Present

Contract Project Management

- Bank of America (Insight Global), 2022 - 2023
 - Delivery Lead for Agile/hybrid support of a multi-release program that presented client personal financial data to financial advisors' desktop application in accordance with banking privacy regulations.
- Crowley Maritime Services (TekSystems), 2021 - 2022
 - Led multiple process improvement exercises allowing for streamlining of mandatory periodic fleet repairs.
 - Managed identification and reconfiguration of SharePoint libraries following corporate restructuring.

WATERS CONSULTING, LLC, 2018 – 2020

Contract Project Management

- Florida Blue Cross Blue Shield (SkillStorm), 2019 - 2020
 - Analysis and development for new Customer Experience platform to capture/store customer preferences and consents enabling Florida Blue to contact individuals for health and/or marketing initiatives in accordance with current HIPPA laws.
 - Integration of a Do Not Call registry platform between existing systems ensuring legal compliance with the federal and state Do No Call registry.
- Prudential Annuities, 2018 - 2019
 - Coordinated system enhancements to ensure legal compliance with the European Union's General Data Protection Requirement (GDPR).
 - Managed Annuities Regulatory Document process mapping and process flow gap analysis for the creation of annual Prospectus and Shareholder Reports. Process changes achieved 2 months' time saving in report generation.
 - Agile-based project support for a new broker/dealer/firm initiative launched in 2020.

TRANSIGMA PARTNERS, 2014 - 2018

Sr. Manager - Client Engagements

- Consulting Engagements: – American International Group (AIG) Legal Division
– General Electric Capital Corporation HQ
– General Electric Capital Corporation Treasury Division
– General Electric Global Operations - Legal Services
- Mapped process flow for cloud-based Legal product offerings for AIG Legal Services. Defined staffing, Office365/SharePoint integration, training/rollout plans in an Agile/hybrid environment via multiple sprint deliverables.
 - Led data lineage assessment for GE systems used in Annual/Quarterly Federal reporting (CCAR, PPNR) for Basel III Regulatory Capital compliance.
 - Interviewed key stakeholders within GE functional groups to map out and reconcile data flow for final reporting.
 - Analyzed data flows to determine “gold source” data for use in quarterly federal reporting exercises.
 - Defined and developed the corporate communication/change strategy for rollout of McKinsey-defined Data Operating Models. Developed communication project plan via MS-Project, Planview and Collab, and reported progress at senior leadership meetings. Managed SharePoint documentation library.

THE RYAN PARTNERSHIP (now Epsilon), 2007 - 2013

Senior Interactive Producer (Project Management)

- Establish scope and cost for digital marketing projects, with focus on delivering profitable, timely assets across multiple channels: websites – online media – print – email – social media.
- Worked within a matrixed and/or offshore environment to ensure digital program deliverables were met according to the approved project plan and notified key stakeholders of project progress or shortcomings.
- In addition to defining project scope, also responsible for ensuring that cost overruns are limited and any changes to initial scope are identified, documented, and addressed with the appropriate stakeholder. Utilized MS-Project/JIRA for effective project communication
- Personal Client List: Nestle Waters N.A., Energizer Personal Care, Unilever multi-brands, Purina, Callaway Golf

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JUPITERMEDIA, 2006 - 2007

Senior Producer – Project Management, Creative and Design

- Developed the initial design for new online/digital Program Management Office to introduce standard project management methodologies (SDLC/Agile) for an organization seeking constructive change.
- Oversight of day-to-day project management for over 25 concurrent projects of varying sizes, assisting division project leaders in requirements gathering, specification statements and web site designs and development.
- Coordinated integration of Jupitermedia-owned international sites, both new ventures and acquired properties.

The Royal Bank of Scotland (RBSNB) - 2003 - 2005

Independent Consultant

- Performed program level planning and analysis for Marketing Dept of the bank's Credit Card Division.
- Trained project managers on proper project documentation for new and existing online marketing programs.
- Established effective PMO methodologies to lay foundation for future marketing programs and initiatives.
- Reviewed contracts for current partner programs and developed profitable exit strategies.
- Developed project plans, new digital marketing initiatives to streamline time to market and increase accountability within the Marketing Division.

THE NASDAQ STOCK MARKET - 1998 - 2002

Program Management Office - NASDAQ Technology Services

- Performed project management and reporting functions for C-level officers to expedite the flow of systems into the production market arena.
- Served as Chief-of-Staff to EVP/CIO NASDAQ Technology, ensuring all action plans were executed according to specifications and all application development statuses were reported in a timely manner.
- Performed departmental audits and project reviews, analyzing issues and risks and ensured the proper process methodologies and NASDAQ "best practices" were in place.

PRICELINE.COM - 1997 - 1998

Director, Information Services

- Managed Information Services Department for pre-startup Internet venture.
- Determined reporting requirements and optimal reporting applications for comprehensive reporting of corporate data, both internal and external reporting.
- Negotiated key vendor contracts for purchase of tools/applications for effective corporate reporting.
- Coordinated initial phases of project for corporate data warehouse planning and development.

THE NASDAQ STOCK MARKET, INC., 1994 – 1997

Manager, Computer Operations Systems Administration

- Managed 24 hour / 7-day support team for Unisys, Sequent and Sun Unix/mainframe platforms ensuring online availability of DMS and Oracle databases used in stock market trading systems. Managed staff of 7.
- Spearheaded the development of systems automation strategies to provide cross-platform systems automation for NASDAQ's mainframe and Unix systems.
- Project Manager for new \$56mm NASDAQ data center construction and data center migration plans allowing for uninterrupted system access during migration period into new headquarters.
- Developed and implemented cross-platform automation scripts that eliminated human intervention at the datacenter console level, allowing Unisys, Tandem/Compaq, Sun and Sequent systems to act accordingly, based on "triggers" from each other system, eliminating human intervention ("Dim" Datacenter concept).

B.A. History, Marietta College – Marietta, OH

Professional Development

LEAN Certified Continuous Improvement Mgr (CCIM) - Management and Strategy Institute - Credential ID 127416

PMI - Project Management Fundamentals

PMI - Managing Multiple Projects