

# Brian Rosenberg

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## PROFESSIONAL EXPERIENCE

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### **EXPO Communications, Inc.** New York, NY

*Director, Product*

October 2012 - Present

- Product owner for the technology platform including all B2B integration end points, client portals, core video player and encoding technologies.
- Wrote specifications, built wireframes and conducted user experience testing based on requirements gathered from cross functional groups and clients.
- Performed market research and competitor analyses for the content marketing and video platform industries.
- Led cross functional team of business owners, designers and developers, managed product lifecycles and defined roadmaps for all core platform builds, including complex form builder tools, content management systems, APIs, video scoring systems. .
- Led encoding and web video platform upgrades to provide seamless playback across all web browser/devices in the market, including adaptive streaming, mobile capabilities and dynamic player overlays.

*Director, Project Management*

March 2012 – October 2012

*Project Manager*

December 2010 - March 2012

- Scaled technical services team and deliverables (API, video player, widgets) to reduce implementation time, while increasing functionality offered. Integrations increased 3x year over year.
- Simplified client implementation cycles by streamlining processes and introducing a widget system based on best practice templates for outreaches and video playback.
- Led technical consulting and custom integrations for Fortune 500 brand sites, social presences (Facebook, YouTube), e-commerce systems and CRM tools.

### **IBM Global Business Services,** New York, NY

*Senior Consultant, Enterprise Applications*

June 2009 – December 2010

*Consultant, Customer Relationship Management*

September 2007 – June 2009

- Analyze project lifecycles, user interaction experiences and technology trends
- Interview clients and experts to learn and analyze intricate business processes for improvement opportunities

#### **Select Case Experience:**

*General Motors Europe, Latin America, Africa and Middle East*

- Led application development work streams for the design and implementation of Oracle CRM On Demand to provide new functionality and business processes for the GM worldwide call centers
- Created the System Design Document to describe the detailed level application and architectural blueprints
- Conducted requirements gathering workshops with key stakeholders to define, document and analyze the customer business and system needs in order to determine the proper scope of the project.

*General Motors North America*

- Coordinated a team of up to 15 employees to plan, construct, test and deploy web applications and the Service Oriented Architecture platform for the successful implementation of the Pontiac, Buick, Saturn, Chevrolet and Cadillac brand web sites
- Developed business requirements, work breakdown structures, process flow diagrams, system design documents, and deployment strategies for business services based on SOA principles and web services technologies
- Presented weekly and daily status reports for tracking progress, identifying risks, resolving issues, closing action items and adhering to GM's Standard Development Process
- Led performance testing efforts to evaluate web application response times, analyze server memory and processor utilization and identify system bottlenecks
- Received an IBM Service Excellence Award for outstanding client dedication

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## EDUCATION & SKILLS

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**Cornell University,** College of Engineering, Ithaca, NY

Master of Engineering in Engineering Management, GPA 3.69/4.0

May 2007

*Specialization in Information Technology Management*

Bachelor of Science in Operations Research and Industrial Engineering

May 2006

#### **Technical Languages/Tools**

- HTML, JavaScript, PHP, SQL, XML, Java, C++, VBScripts, AIX Administration, SVN, Git, Balsamiq, Protoshare, Google Analytics, Adobe SiteCatalyst
- Advanced Training in Siebel CRM/On Demand, SAP CRM, IBM DataStage v7, WebSphere v6.1, HP LoadRunner, Akamai DSA, WebSphere Business Modeler, Rational Portfolio Manager and Software Architect, ClearCase, Performance Tester, Adobe Creative Suite, 3D Studio Max and Alias Maya