

# Amanda Rhead

Program & Product Management Professional

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View my portfolio: <https://www.amandarhead.me/>

## PROFILE SUMMARY

Creative and ambitious IT Program & Product Manager eager to contribute to a product and design-led organization: Over 10 years of experience in technology and a proven track record of leading cross-functional teams. Skilled in Agile methodologies, UX, data-driven product development. Experienced in executive presentations and storytelling in both small startup and large enterprise, matrixed settings.

## SKILLS

<b>PROFESSIONAL SKILLS</b>	Agile   Roadmapping   Prioritization   User Story Writing   Vision, Objectives   SDLC JIRA, Confluence   Customer Journey   Project Management   Intake Process   People Leadership Capacity Planning   Figma   UX Research   Storytelling   iOS, Android   Tableau, SQL
<b>INDUSTRY EXPERIENCE</b>	Insurance   Retail   Automotive   eCommerce   FinTech

## WORK EXPERIENCE

**IT Program Manager, Product Manager** Sonic Automotive | Charlotte, NC (Remote) | Feb. 2023 - Present  
*Projects: Marketing Technology, Salesforce, KPI performance BI dashboard*

- Led Sonic Automotive's 0 to 1 marketing transformation initiative - \$7MM investment (Salesforce Marketing Cloud)
  - Facilitated **Discovery**, planning and cross-functional program kick-off including VPs, C-suite
  - Structured and prioritized backlog against **MVP roadmap** and major milestones
  - Accelerated speed to market 2x on subsequent releases through process optimization
- Led cross-functional collaboration between engineering, product management, BI and UX teams to define requirements, ensuring alignment with business goals and address user needs
- Produced ~\$218k annual savings in operational efficiencies by launching Store **Performance/KPI dashboard MVP**
  - Responsible for iterative feature roadmap, prioritization and establishing agile delivery model

**UX Project Manager, Engagement Manager** Almond Fintech | Remote | Jun. 2023 – Oct. 2023  
*Projects: [Credit Scoring – risk assessment platform](#)*

- Recruited and operationalized a high-performing distributed team of 5+ UX consultants for fintech **startup** client
- Managed delivery of web and mobile iOS/Android prototypes, including planning meetings and design reviews

**IT PMO Manager, Program Manager – Agile Delivery** Allstate | Charlotte, NC (Remote) | Sept. 2019 – Aug 2022  
*Projects: Web, retail, enterprise data management (\$110MM+), Family of Companies acquisitions (\$35MM+), Privacy (CPRA, GDPR), Direct-to-Consumer*

- Managed a team of 20- 25 global PMO staff - Scrum Masters, Project Managers, Program Managers and Release Train Engineers - to support technology portfolio, quality/delivery objectives:
- Facilitated quarterly and annual strategy workshops and All-Hands Meetings
- Influenced Agile and SAFe operating models: Advocating for the right approach in the right context
- Facilitated collaboration across Product, Engineering, Legal and Finance leaders in Allstate's Enterprise Privacy program
- Participated in enterprise UX discovery research and & persona library initiative
- Focused on employee growth and engagement: Implemented Community of Practices (CoPs) and mentorship programs
- Mobilized team around shared **Vision/Mission**, connecting product-level **OKRs** to dept and enterprise **goals**

# A m a n d a R h e a d

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## Senior Scrum Master, Project Manager

Allstate | Charlotte, NC | Aug. 2017 – Aug. 2019

Projects: *Membership Plans – Allstate Motor Club, billing operations, subscription pricing, B2B partner launches, Visa CIT-MIT compliance, Disaster Recovery, PCI security compliance, ADA Compliance, SOX compliance*

- Led various scrum, kanban and XP product teams in scaled agile (SAFe) mixed-methodology setting: Allstate Roadside division (large release train ~20 teams)
- Delivered on multiple white-label membership plan product launches in support key departmental objective: Onboard 5 or more partners/year to achieve \$752k revenue growth from previous year
- Streamlined “product setup” activities resulting in 1-1.5 months reduced timeline in future iterations
- Facilitated quarterly team-level and leadership-level prioritization workshops in alignment with organizational goals

## Scrum Master, Project Coordinator

Lowe’s Home Improvement | Jan. 2017 – Aug. 2017

- Guided execution of 3-4 distributed scrum teams on a multi-year Lowe’s globalization initiative (\$30MM)
- Stood up agile framework and working agreements for onshore/offshore combined teams: ETL, QA and automation

## Rotational Program: Business Analyst, PMO Analyst, Scrum Master

Lowe’s Home Improvement | Jun. 2015 – Dec. 2016

Projects: *Lowe’s Mobile app, ADA compliance, database migration*

- **Agile Business Analyst** | Wrote effective user stories, documented use cases and process flows for **Lowe’s Mobile app redesign**
- **Scrum Master** | Guided execution of IT Digital initiatives – iOS/Android, data architecture, environments automation
- **PMO Analyst** | Produced monthly forecasts and finance summaries for program managers and leadership

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## PROFESSIONAL DEVELOPMENT, CERTIFICATIONS

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**PRODUCT MANAGEMENT**      Reforge: Product Management Foundations - May 2024

**PROJECT MANAGEMENT**      Certified Associate in Project Management (CAPM)

**AGILE**      Certified Scrum Master (CSM) | SAFe 5 Advanced Scrum Master (SASM) | ICAgile Certified Professional – Business Value Analysis (ICP-BVA)

**UX**      Google: Foundations of UX Design | EdX Certified MicroMasters: Intro to User Experience

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## EDUCATION

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**Bachelor of Science, Computer Science** | Wake Forest University, NC  
Dean’s List & Presidential Scholarship for Distinguished Achievement

2011 - 2015