



Matthew Lee

Senior Project Manager

Delivering Critical IT Projects on Time, within Budget, Every Time

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Challenge: *Juggle competing priorities to deliver on global project portfolios.*

Solution: Senior leader with a history of **balancing the needs of a global portfolio of technology projects** in the digital advertising space. Trusted business partner across functions, aligning cost-effective solutions while influencing buy-in of executives.

Challenge: *Orchestrate the details and dependencies to meet deadlines and keep costs in line with budgets.*

Solution: **7-year track record** of delivering global portfolio of technology projects against aggressive timelines and tight budgets while synergizing up to 20 globally-located, cross-functional resources.

Challenge: *Pinpoint and roll-out improvements to fuel project agility and stakeholder satisfaction.*

Solution: **Vision for the big picture and a passion for the details** to expand business capabilities and tackle business challenges. Position sleek methodologies and processes while inspiring a culture of **innovation and collaboration**.

Key Talents: Leadership ■ Data Engineering ■ Data Science ■ Data Visualization ■ Data Architecture ■ Data Quality ■ Project Management ■ Change Management ■ SDLC ■ Data Modeling ■ Data Mining ■ Data Transformation ■ Artificial Intelligence (AI) ■ Machine Learning ■ Business Intelligence ■ Presentations

Career Trajectory

Jollo, Inc. – New York, NY

Mar 2014 – Present

Centralized global practice within Jollophan, the media-centric solutions hub of Jollophan.

PROJECT MANAGER, GLOBAL OPERATIONS (Apr 2016 – Present)

Drive complex, multi-disciplinary strategic projects, leading globally-dispersed teams of up to 20 resources. Plan, schedule, and manage projects; identify and mitigate risks; clarify goals and report on status to stakeholders. Steer dedicated, cross-discipline product team in managing global strategic partners; report status weekly to Global CEO.

"His reputation for delivering high-quality results, developing his team members, and effectively collaborating with everyone is well-known and respected." - D. Berger

Key Challenges & Solutions:

Align all parent company agencies post-merger and unify group perspective on using data partners.

Supplied structure for managing key partners and negotiating contracts, assembling data procurement task force and appointing business lead to own partner management.

Secure critical partnerships for new product.

Fulfilled three product integrations with 15+ in progress by streamlining partner engagement. Defined integration framework; designed status tracker to advance projects through stages; shaped partner project plans.

Establish contract-compliant infrastructure for third-party vendors post-merger.

Built system and orchestrated on-time migration of 6 demand-side platforms, expanding from 1 instance to 13 with no business disruption or errors.

Recharge product owner agility.

Shaved 20% from product owner effort and accelerated delivery of new feature enhancements by optimizing platform maintenance process. Composed standard service-level agreement for platform maintenance issues; mapped workflow; automated specific tasks; added new functionalities; trained product support teams.

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TASK	ACTION	IMPACT
Cut maintenance costs of BI reporting solution.	Analyzed costs; planned consolidation of BI tool landscape; led resources; identified and mitigated risks; migrated SQL servers.	Saved \$600K while maintaining service during development of the alternative tool.
Deliver proof of concept for scalable, standard reporting for client teams.	Assessed needs; built back-end database for client-specific information connected to front-end BI tool.	100% data/dashboard adoption.
Launch enhanced internal product on time.	Created front-end tool and back-end code; shaped communication plans, training, product materials, and support.	Zero major production issues and 100% user satisfaction.

SENIOR ANALYST, GLOBAL OPERATIONS (Mar 2014 – Apr 2016)

Spearheaded end-to-end strategic Global Operations projects and initiatives. Designed standard processes for internal and external client services teams across various program channels.

Key Challenges & Solutions:

Create China engagement model for upcoming year for senior global leadership.

Met with market leaders to understand existing products and vision; designed model and **influenced alignment within China leadership team**; built product roadmap.

Establish models for communicating with agencies.

Delivered operational efficiency and gained 20% incremental spend from new business by determining key stakeholder roles and responsibilities and creating touchpoints for intergroup communication.

Increase team collaboration.

Designed system for measuring global product roadmap progress, dependencies, and roadblocks. Coached functional leads on status reporting; created reporting template in central location.

Early Career Highlights

ANALYST, NATIONAL ADVERTISING OPERATIONS *Global Now* – New York, NY

Nov 2012 – Mar 2014

Facilitated 15% rise in team output and 6% year-over-year decline in make-goods by building dashboard to display advertising operations team productivity metrics and identify areas for quality improvement.

BUSINESS ANALYST *ProjectPlan USA* – Chicago, IL

Jan 2012 – Nov 2012

Deployed new HR time/payroll software and rewards program, **trimming costs 12% and elevating employee satisfaction 10%**.

Education

Certified Scrum Master (CSM) ■ Scrum Alliance

2018

Project Management Certificate ■ Johnston University – New York, NY

2016

Bachelor of Science, Finance ■ Camperon University – Queens, NY

2012