

Michael Gurczynski

Allentown PA 18106 • 484-455-4426 • michael@gurczynski.com

<https://www.linkedin.com/in/michaelgurczynski/>

<http://www.gurczynski.com>

PMI Member ID: 5205914

Agile Project Manager/Product Owner/Scrum Master/Technical Project Manager

Agile Scrum/Waterfall/Team Collaboration/Strategist-Analyst

Certified Professional Scrum Master (PSM I) | Certified Nexus - Scaled Professional Scrum (SPS)

SUMMARY

Project Director (PSMI/SPS)/Web Strategist with over 20+ years of web based software development and technical strategy experience with E-Commerce, Community Websites, Backend systems and API integrations. Accomplished and competent professional with management experience overseeing varying sizes and numbers of cross functional teams. Excellent communicator and executive interface with abilities to translate high-level mission critical business vision into comprehensive user stories. Process driven, adheres to best practices across entire Software Development Life Cycle using inspection and adaption to maintain optimal productivity delivering priority features at the best value. Key Performance Indicator focused with extensive analytics, user experience, and business intelligence to anticipate future releases and modifications.

PROJECT MANAGEMENT/LEADERSHIP COMPETENCIES

- Executive Interface
- Communication & Listening
- Strategic Direction
- Vision & Planning
- Coaching & Mentoring
- Forecasting & Budgeting
- Business Process Modeling
- User Story Creation
- Time Management
- Team Building & Leadership
- Team Collaboration
- Risk Management Analysis
- Agile Scrum Scaling
- Analytics & Usability
- Customer Centric Insight
- Technology Infrastructure
- Release Management
- Conversion Rates & Tracking

CAREER HISTORY

Telecom Service Bureau, Inc.>Agile Development Manager>2012 – 2017

Sprint enabled Telecom provider requiring technical integrations and a strong and scalable web presence!

Key Achievements

- Interfaced with Subject-matter experts; gather business requirements for new or existing projects.
- Translated into Agile Scrum projects with detailed Epic structures, user stories, acceptance criteria & supporting documentation including process modeling, mock ups, flow charts & prototypes.
- Interacted with direct hire & outsourced cross functional teams using collaboration technologies.
- Participated/facilitated daily scrum events and stakeholder participation as required in scrum.
- Facilitated one or many projects with cross functional teams. Maintained continual oversight of varying timelines, budgets, coaching needs, continuous integration; testing, builds, version control.
- Scaled projects using Nexus Framework-Professional Scrum Scaling to increase productivity.
- Monitored team velocity, burn down, and other KPI necessary to gauge and report on progress.
- Tracked/Analyzed user behavior using Google Analytics/advanced e-Commerce, A/B & Multivariate testing to assure site designs were achieving business goals & meeting customer needs.

Just Energy Corporation (NYSE:JE and TSX: JE)>Agile Project Manager>2011 – 2012

Retail Energy provider in need of web based customer loyalty solution to rollout to 1.8 million customers.

Key Achievements

- Architected and managed development and implementation of a high engagement web based customer loyalty platform with extensive social media and business systems integration.
- Leveraged Agile Scrum framework to convey project requirements, assuring needed business features were well communicated through detailed user stories and detailed acceptance criteria.
- Served in multiple scrum roles including scrum master removing impediments & mentoring teams.
- Oversaw numerous business critical projects simultaneously and on time and on budget.

Ocala Star Banner (New York Times)>Online Operations Manager>2006 – 2011

A division of the New York Times Regional Media group with a strong emphasis on digital media services.

Key Achievements

- Managed development and team collaboration. Interface with subject matter experts. Translate business needs into technical requirements. Track timelines, resources, budgets, and best practices.
- Analyzed best project management approach; waterfall methodologies or the Agile Scrum framework, delivering products of the highest possible standards and value to the organization.
- Executive interface gaining intelligence of business goals and identifying SME candidates.
- Used personal technical skills to write extensive users stories with detailed acceptance criteria.

EECP Heart Care/Youthful Images (Medical Centers) >Director of Marketing >2004 – 2005

Specialized medical procedures, reliant on effective direct to consumer digital and offline marketing.

Key Achievements

- Directed multi-facility digital activities; including website development, advertising, presentations, market research, producing strong online presence & high impact media & TV commercials.

Priority Healthcare Corp. [NASDAQ, Acquired by Express Scripts] Director E-Health >1998 – 2003

High-Profile National Specialty Pharmacy in need of expanding distribution channels through web portals.

Key Achievements

- Devised e-Commerce business platform transforming traditional lead generation. Created \$7.9 million in direct to consumer sales in second year; projected sales of \$15 million in current year.
- Established the necessary project plans for waterfall managed projects to include detailed requirements and analysis, design documentation, implementation (development), extensive testing, deployment and ongoing maintenance and issue management.
- Led teams in excess of 22+ resources of developers, data base administrators, designers, business analyst for usability and acceptance testing, infrastructure, and release management.
- Reduced time to market creating a scalable architecture to support new business units.
- Monitored application performance through Key Performance Indicators to gauge and adjust.

SOFTWARE & TECHNICAL SKILLS

- | | | | |
|----------------------|--------------------|--------------------|---------------------|
| • PHP/CSS/JavaScript | • Photoshop/Visio | • Bing/Yahoo Ads | • Slack/Hangouts |
| • ScrumDo/MS Project | • Google AdWords | • API/Web Services | • Responsive Design |
| • WordPress/Magento | • Google Analytics | • Prototyping | • Technical Writing |

EDUCATION

University of Phoenix Bachelor's Studies in: Business/E-Business GPA 4.0

CERTIFICATIONS

Professional Scrum Master (PSM I) | Nexus - Scaled Professional Scrum (SPS) Scrum.org

Michael Gurczynski

Allentown PA 18106 • 484-455-4426 • michael@gurczynski.com

<https://www.linkedin.com/in/michaelgurczynski/>

<http://www.gurczynski.com>

PMI Member ID: 5205914

Agile Project Manager/Product Owner/Scrum Master/Technical Project Manager

Agile Scrum/Waterfall/Team Collaboration/Strategist-Analyst

Certified Professional Scrum Master (PSM I) | Certified Nexus - Scaled Professional Scrum (SPS)

PROJECT SAMPLING

A short sampling of project summaries follows to help gauge my diverse background and help envision what I would contribute to your organization. Additional projects can be discussed in greater detail in a face to face interview.

- Daily Deal Sites similar to Groupon, producing added revenue opportunities in the New Media space for the New York Times. Utilized Agile framework to deploy code base and skinning system to deploy across multiple business units within the New York Times Regional Media Group.
- Task Sonic was built using more traditional Waterfall with some level of Hybrid scrum to produce a complex web framework to allow people to post their daily needs like errands, house repairs, dog sitting, shopping and more and have verified Taskers bid on the jobs or errands submitted.
- Totally revamped the Mageneto Community edition including a customized platform and features to allow retail, Lifeline and integrations with the government databases for approvals and numerous proprietary features for the Telecom business. A complete revamp of many core processes and flows and extensive integration with core billing systems to allow customer self serve accessibility though and easy to use and intuitive interface were achieved using multiple teams and strictly the Agile Scrum Framework and accompanying support systems such as GitHub, Join.me, and Slack.
- SMPP services integration with Sprint through private VPN tunnel. Redundancy and failover engineered into the system to assure no messages were lost and archived when system outages exceeded normal timeframes. Library integration and the development of a Management Control Center to manage and report the message flow and campaign deliverables were also part of this multi team Agile Scrum run project.
- Customer Loyalty program development to service the customer base in the retail energy space with in excess of 1.8 million customers for Just Energy a public company on NY and Canadian stock exchange and its subsidiaries. This project began right from inception using Agile Scrum.
- Mugshots Ocala, Gainesville, Sarasota, and Wilmington Daily Booking Websites with real time booking data integration to law enforcement organizations. Sites produced in excessive of 2 million page views monthly in each market and added additional revenue opportunities through advertising. Complex importers connected every five minutes with state/government booking data systems to parse the data into a presentable format and display publicly on a socially engaged site. This project was run initially in Waterfall and transitioned to Agile Scrum as the popularity and scalability increased among New York Times Regional Media Group properties.
- Chronic Disease Online Patient Support communities technology platform with feature such as Ask the Doctor, Ask the Nurse, Health Content, Member to Member Support through Chat in the Cafe, and so much more. Early similarities to Social Media. Included e-commerce components to gain new pharmacy business. High profile initiative attracting sponsorship from Bio Pharmaceuticals and press coverage. Featured in Inc Magazine in the early 2000s. Strictly waterfall project with extensive functional requirements to achieve the flexibility and security of the system.
- Highly replicable doctor website builder providing mini websites for Gastroenterologist practice in a highly usable way comparable to sites like Wix today but with less evolved technologies.

Designed to strengthen doctor relations and provide a service much needed in the field of physicians we serviced.

- Multiple contest website including Ocala's Biggest Loser where features were built in to track weekly highlights and candidate success, stories and ultimately the winner. Most of these sites were built on custom renditions of WordPress and run using a Waterfall approach.
- Data Importer Management System: Integration with multiple third party system used in the acquisition of Lifeline and Retail Wireless Customers and other business applications was ongoing. Each time this entailed extensive integration with numerous API's to pull the data together from various entities to aggregate for monitoring and reporting. Business management system and data warehousing application for pulling daily, weekly and multi-year reports. Reports ranged from comprehensive sales reports, to store openings, attendance, products sold, enrollment, performance analytics and more. Built using Agile Scrum our Data importer allowed for a web based configuration of receiving and transmitting data from multiple sources saving countless hours on development and project moving forward.
- Many extensive customized Word Press projects to fill an array of business needs and take on specific personalities and goals.
- Annual recertification web interface that was integrated via API with 3rd party system to check the current year's renewal eligibility for existing clientele for eligibility and renewal of Government subsidized cell phone programs. This project was run using Agile Scrum.