

JEFFREY L. WATERS

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PROFESSIONAL EXPERIENCE

SourceMedia

Senior Product Manager

New York, NY

Apr. 2017 – Current

- Gather and prioritize business requirements across the entire organization including: Marketing, Editorial, Conferences, Business Development, Subscriptions and Ad Tech teams.
- Product Owner for all new development and enhancements to the BrightSpot CMS platform used by 19 brands and conferences.
- Direct junior level product managers and UX/UI team members.
- Provide clarity and guidance as well as engaging closely with the development team to help determine the best technical implementation methods as well as a reasonable execution schedule.
- Manage 3rd party product integrations with the following vendors: Polar, AdRoll, Lytics, Boune X and Urban Airship.
- Collaborate with Project Managers to ensure successful releases on time and within scope and budget.
- Partner with the Business Intelligence team to gather metrics on newly implemented items to track progress as well as review and evaluate weekly KPI achievements on existing features.
- Analyze and evaluate Conferences sites, providing recommendations on enhancements and improvements to both the CMS and work flow process.
- Collaborate with SEO Manager to improve organic search traffic by implementing Schema and revising site maps for 19 brands.
- Partner with the Marketing Team on annual Lead Gen efforts, sponsored by ADP on Accounting Today.
- Responsible for communicating to upper management and stakeholders the Sprint and Release Notes for bi-weekly releases.
- Managing and grooming the product backlog and maintaining the product roadmap utilizing Aha!
- Responsible for documenting business requirements utilizing Confluence, JIRA and Aha!

Everyday Health Inc.

Product Manager - Medpagetoday.com

New York, NY

Nov. 2013 – Dec. 2016

- Gather and prioritize business requirements for the MedPage Today brand.
- Product owner for all newsletters and emails utilizing SailThru.
- Owned and managed Single Sign On for all 3rd party Continuing Education partners.
- Engaged in weekly negotiations between business and editorial teams, building consensus on the prioritization of feature requests and bug fixes.
- Partnered with Business Intelligence and Ad Operations to ensure proper data collection and list matching.
- Led the implementation of the following MedPage Today redesigns:
 - Article Page - transitioning from a one-article design to a stream of five articles increasing page view per visits from 1.63 to 1.91.
 - Education Page - increased page view visits from 2.05 to 3.23.
 - Home Page - increased page view per visits from 1.54 to 2.07.

Development Manager – Medpagetoday.com

Nov. 2011– Nov. 2013

- Led and managed a team of web, mobile and UI developers including off shore resources for three products: Medpagetoday.com, Custom Solutions and Industry Platform.
- Analyzed, reviewed and implemented technologies provided by 3rd party vendors and partners.
- Directed application planning and design, providing technical reviews, analysis of code, employee development, coaching, mentoring and team building.
- Coordinated and managed production code releases with Network Operations.
- Provided technical leadership on troubleshooting and resolution of issues.
- Implemented: Varnish (caching) strategy; SVN version control system; Responsive design for newsletters.
- Managed migration from ColdFusion to PHP and PostgreSQL to MySQL.

Penn State University

Technical Lead – Digital Library Technologies

University Park, PA

Sept. 2001 – Nov. 2011

- Responsible for requirements, design, architecture, quality assurance and troubleshooting of web application development for the University Libraries.
- Designed, developed and maintain the following web sites using Python, Django, MySQL, JQuery and CSS:
 - The Electronic Theses and Dissertation application, which allows users to approve, print and modify submitted theses and dissertation for graduate students.
 - Created Machine Request application for new employee hired.
 - Created After Hours application to track all after-service calls.
- Maintained miscellaneous applications utilizing Drupal, MySQL, JQuery and CSS.
- Diversity Committee member.

Technical Lead – College of Information Sciences and Technology (IST)

- Responsible for requirements, design, architecture, quality assurance and troubleshooting of web application development for faculty and staff within IST.
 - Managed development of Request Instructor Assistants application, which assigns students to instructors for each semester using ColdFusion, JavaScript, CSS, SQL Server and XHTML.
 - Designed, developed and maintain multiple web sites using ColdFusion, JavaScript, CSS, SQL Server.
- Chair of Dean's Staff Advisory Committee: 2008 – 2010.
- President of Diversity Committee 2008 - 2010.
- Received the 2009 IST Dean's Circle of Excellence Award.

Web Administrator / Senior Programmer Analyst - Undergraduate Admissions

Presided over the MyPennState Committee. Responsible for systems analysis, application flow, documentation, development and testing of Undergraduate Admissions web-based applications using ColdFusion MX, JavaScript, CSS, SQL Server, XHTML and XML.

- Managed development of MyPennState Advantage portal system that enables prospective and current students to sign in once and have access to all web-based applications, allowing:
 - Prospective and transfer students to apply online to Penn State and Schreyer Honors College.
 - Prospective and transfer students to check application status
 - Offered students the ability to pay acceptance fees online.
- Managed development of Spend a Summer Day web application to allow up to 2200 students to register per day for one of six daily visits.
- Managed development of Web Guidance Counselor System that allows high school guidance counselors to verify student graduation via the web. This information is directly connected to the student's mainframe record.
- Implement a unified online visitation system for all twenty Penn State campuses.
 - Gathered and analyzed requirements from all twenty campuses.
 - Designed prototype based on the campuses requirements
 - Developed implementation plan and time lines based on campus feedback from prototype
 - Designed and implemented testing plan for all twenty campuses
 - Coordinated with Customer Service Center to facilitate technical issues with internal and external customers
- Diversity Committee member.

WinMill Software
Senior Consultant

State College, PA
Oct. 2000 – Sept. 2001

- Analyzed Undergraduate Admissions online web application.
- Recommended and implemented web-based solution to correct application flow.
- Developed web application and database components for Undergraduate Admissions using ColdFusion, JavaScript and SQL.

Maxim Group
Senior Technology Consultant – Digitaria

San Diego, CA
May 2000 – Oct. 2000

- Responsible for assessment and recommendations of web-based IT solutions for clients.
- Directed team of developers as lead technologist.
- Designed Journey of the Magi application using ColdFusion, DHTML and MySQL.
- Developed online content management system for Journey of the Magi using ColdFusion and MySQL.

AutoByTel.com Inc.
Project Manager

Irvine, CA
May 1999 – May 2000

- Redesigned Dealer Real Time site including graphics, structure and functionality.
- Developed time lines and testing plans for submitted projects and proposals.
- Distributed tasks to Dealer Real Time team of ColdFusion and SQL developers.
- Directed and supervised ColdFusion development team.

EDUCATION

B.S. Hotel, Restaurant & Recreational Management

The Pennsylvania State University
General Assembly - Product Management

SKILLS

Product Roadmap, Aha!, Information Architecture, Wireframes, Data Modeling, Agile, Product Requirements, User Stories, Sprint Planning, Problem Solving, User Experience, User Interface, RESTful APIs, JIRA, OmniGraffle, ColdFusion, PHP, JQuery, CSS, JavaScript, SQL, MySQL, PostgreSQL, SQL Server, SQL Stored Procedures, Django, Python, Drupal, HTML, XML, Eclipse, Sketch, Fireworks, vi Editor, Adobe PhotoShop, Visio, Visual Source Safe, SVN, Microsoft Project, Excel, Word, Access, Varnish