ED SWARTZ

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SENIOR PRODUCT DEVELOPMENT EXECUTIVE

Product Development – Innovation Management – Systems Engineering

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Innovative leader who enjoys building products and programs that deliver competitive advantages to companies large and small. I enjoy collaborating with all stakeholders to tell a product's story and find meaningful solutions to any and all problems. I rely on extensive research and data analysis to simplify the message, keep teams engaged and deliver measurable results.

Core Competencies

▪ Product Strategy & Development	▪ Agile Methodology	▪ Stakeholder Engagement
▪ Marketing Strategy	▪ Product Pricing	▪ Team Leadership
▪ Client Management	▪ Hardware/Software Development	▪ Training & Development
▪ Product Lifecycle Management	▪ Negotiation & Communication	▪ Digital Marketing
▪ Change Management	▪ Process Improvements	▪ Strategic Planning & Analysis
▪ Application Development	▪ Mobile Integration	▪ Success Measurement

Professional Experience

SCHOLASTIC, NEW YORK, NY   **2017 – PRESENT**
DIGITAL PRODUCT OWNER (2017 – PRESENT)
Manage the various products that drive the Enterprise Content Management System to deliver business efficiency, content discoverability and quality visual assets across Scholastic's print products, web sites/stores and eBooks.

- Drive product roadmap in an agile environment, managing story development, feature release timelines and work closely with development to increase team's velocity
- Lead the requirements gathering, tool selection and enterprise wide adoption of Workfront. This provided greater through put to production, marketing and design teams, and gave executive leadership improved visibility to deliver strategic insights
- Product Owner of Google Suite driving adoption across the enterprise and evangelizing tool set for business goals leading to the reduction of redundant tools across the organization

ED SWARTZ CONSULTING, BROOKLYN, NY   **2016 – PRESENT**
CONSULTANT (2016 – PRESENT)
Provide strategic advice and manage implementation needs for clients at the intersection of creativity and technology.

- Optimize work experience for creative professionals based on analysis of team's culture. Can identify, document and train to implement workflow efficiencies and best in class management tools
- Build and launch digital products to enhance clients' competitive advantages
- Developed content strategy including content audit, taxonomy, u/x and style guide for major branding agency and their client -- a top ranked business school

WALL STREET JOURNAL CUSTOM STUDIOS, NEW YORK, NY   2012 – 2016
HEAD OF STUDIO MANAGEMENT (2015 – 2016)

Direct all operations for this restructured business unit including financial management, technology, and overall infrastructure to support rapid growth (10 people and $13MM revenue in 2013 to 40 people and $50MM in 2016) in an intensely competitive environment.

- Manage and develop a top-level account services team across 40+ live projects. Lead two functional teams of ten directors and managers.
- Scaled overall team by managing the sourcing and hiring of talent and specialized vendors to support the 4X revenue growth.
- Developed cost accounting reporting tool to supply upper management and corporate finance teams a comprehensive way to track expenses on multiple levels.
- Reduced time to market for content development by three to five days by integrating and migrating Content Management System ("CMS") and other tools onto Amazon Web Services.

SENIOR DIRECTOR OF OPERATIONS & TECHNOLOGY (2012 – 2015)

Steered a team of 6 Web Developers charged with creating a CMS to integrate with Google DoubleClick Studio and Dow Jones infrastructure to produce $25M in ad related revenue in 2014.

- Streamlined web production and reduced time to market by 50% by defining product suite and building a back end CMS to reduce bottlenecks and improve collaboration.
- Formulated pricing strategy, tools and quoting process that allowed products to be sold by the full set of WSJ ad sales team, increasing exposure from 2 reps to 300 and growing pipeline by 5X.
- Developed QA procedures that improved quality and reduced load time by 75%.

DOW JONES CONTENT LAB, NEW YORK, NY   2010 – 2012
DIRECTOR, PRODUCT DEVELOPMENT

Provided astute planning and management of all aspects of scoping, pricing, development and implementation of all digital products.

- Launched 2 white label iPad apps for premier asset management firms, overseeing vendor and internal teams using native xCode, K4 CMS and Adobe DPS. Delivered both apps within 90-day schedule on time and under budget.
- Migrated print newsletters to WordPress CMS. Sourced and hired developers managed project teams and delivered new custom environments within 90 days.
- Managed multiple teams of print and digital vendors including local and international developers.

SMARTMONEY CUSTOM SOLUTIONS, NEW YORK, NY   2002 – 2010
ASSOCIATE DIRECTOR, NEW PRODUCT DEVELOPMENT (2007 – 2010)

Drove strategic planning and management of components of the Print On Demand business, the largest revenue generator of the division.

- Led a team of 4 Marketing Managers with 12 clients, generating over $15M in revenue annually.
- Re-defined leading product's marketing strategy, making it more user friendly, broader in scope and faster to market.
- Launched 12 new document types across 5 clients.

MARKETING MANAGER (2002 – 2007)

Cultivated relationship with largest client. Led quarterly review meetings with senior management team, managed software development lifecycle and developed training programs for client across multiple office locations.

- Drove a CAGR of 22% in revenue over 4 years by integrating more products onto the platform as clients underlying business grew

- Managed print and software vendors to define and meet product specs and measured and ensured adherence to SLAs.
- Oversaw P/L, including invoicing, collection and forecasting; built invoicing and forecasting tools utilizing Excel VBA and MS Access.

Earlier Professional Experience

VITECH SYSTEMS GROUP, *ACCOUNT MANAGER,* *New York, NY*   *2001 – 2002*

E M WARBURG, PINCUS & CO, *ANALYST, INTERNET INVESTMENT GROUP, New York, NY*   *1996 – 2001*

Held additional technical and management roles with JP MORGAN and KPMG

Education

COLUMBIA UNIVERSITY, **Master of Business Administration**

RICE UNIVERSITY, **Bachelor of Arts, Art & Art History**

PHILLIPS EXETER ACADEMY

Volunteer Positions and other Projects of Interest

- Serve as President of a 30-unit Condominium in Park Slope Brooklyn
- Poll Worker for 2020 election year
- Developed Pokémon Go app to improve player's battle strategies and inventory management
- Developed news aggregation tool to explore how publishers cover stories differently
- Built several computers from component parts to improve performance and reliability
- Enjoy long distance biking, grilling proteins and spoiling my aging dog