

Charles Graham Cohen

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Technical Program Manager

Impactful leader & strategic partner aligning business goals with technical solutions, driving market success. Simplifies complex business objectives into actionable, measurable IT plans. Maximizes resource efficiency for continuous improvement, and develops KPIs & dashboards to optimize conversions through data-driven analysis and rigorous testing. Seasoned Agile delivery manager adept in planning, tracking, and reporting for timely product delivery, proficient in Scrum, Kanban, and SAFe frameworks, and skilled in orchestrating SaaS, web, and integration projects.

Continuous Process Improvement	Product Development	Process Design & Automation
Cross-Cultural Team Leadership	Web, SaaS & Software Development	Coaching & Mentorship
Program & Project Management	Agile Principles & Frameworks	Business Systems & Application Design
Advanced Scrum Master Methodologies	Software Development Lifecycle (SDLC)	Instrumentation & Experimentation
Strategic Planning	Optimization & Monetization	Multi-functional Team Management

Selected Achievements

Process / Efficiency Improvement

- Overhauled Gryphtech & Phoenix Software Waterfall framework and development pipeline into Agile with Scrum paving the way for the modularization of core applications into a modern, microservices architecture. **Results:** Achieved a >27% gain in development team efficiency and time to market, ≈70% reduction of 12-month accrued backlog leading to increased customer satisfaction (bug resolution), and boosted team morale as measured in retrospective ceremonies.
- Streamlined client onboarding with "Quick Setup" and payment collection in PBGO product for the immediate generation of clients' CMS, marketing & content, unique branding, and website with hyper-local "Area Profile" pages, pre-filled with POI content & imagery. **Results:** 22% increase in MRR from downstream non-enterprise clients. Reduced setup time from months to real-time through the user-friendly setup and rapid payment collection, leading to a significant reduction in technical and onboarding issue handling by teams.

Program & Project Management

- Transformed designs & ideas conveyed to investors and potential clientele into a comprehensive post-real estate transaction CRM platform meant to preserve the Realtor/client relationship as top of mind. **Results:** Achieved rapid development of a tangible MVP solution, and complex integrations with (7) companies, within (96) workdays.

Technical Acumen & Logistics

- Complete refactor and feature migration of PBBO Backoffice intranet & transaction management system into a unified and intuitive workspace experience for enterprise, office, and real estate professionals, with the launch of net-new microservices for eSignature, enhanced commission & disbursement functionalities. **Results:** A codebase and architecture for improved performance and maintainability, as well as a modern, intuitive, client-pleasing interface, significantly decreased customer churn and cancel rate by 20%.

Product Development & Launch

- Built and launched a real estate professional CRM Mobile App for PBGO from scratch. Analyzed competitor landscape, generated RFP and navigated vendor negotiations, mapped app flow, and prioritized core function for on-time delivery. **Results:** Delivered awaited promise of a mobile app to Propertybase clients and increased Propertybase appeal for successful acquisition by Lonewolf technologies.
- Piloted the build of the KW Intranet, through BackAgent systems, and its introduction to (100+) offices and (110,000) real estate professionals for hierarchical communication, social media-like interface, and document & transaction management. **Results:** Received accolades for the tremendous effort, on-time delivery, and subsequent announcement, marketing & training held for attendees of the KW "Family Reunion" convention. The platform remained in use by all KW associates for (12) years before its replacement.

Cross-functional Team Leadership & Integration

- Launched a major post-acquisition migration initiative for a \$1.2B company. Mapped complex inter-dependencies of both Glassdoor & Indeed search engines. Strategically aligned departments by function between companies and spearheaded the migration process. **Results:** Performed a (6) month migration plan in (4) months with uninterrupted operations. Transformed and combined disparate data for enriched intelligence and matching opportunities for companies & job seekers. Facilitated daily Scrum of Scrums with leadership across (12) global workstreams and (2) companies to manage dependencies and mitigate risk.

Business Automation & Cost Reduction

- Drove the One Content Workflow (OCW) end-to-end automation for crawling and collection of job and company data, country by country, for Content Operations & Acquisition data incorporation teams, including the data collection & aggregation, cleaning, matching & deduplication, vendor workflow management, and logical lead routing within Indeed systems. **Results:** For (6) countries, eliminated the manual practice of human job & company data collection, saving ≈\$175K/month.

Web Development & Conversion Optimization

- Built & instrumented a non-existent AlienVault.com into an award-winning website with advanced visitor tracking, data-driven insights, and MQL & SQL enrichment for increased Sales conversion and marked company profitability. **Results:** Alienvault.com market positioning and success, led to the acquisition by AT&T.

Professional Experience

I'd Build That (Current)

Program Manager, Strategic Operations

Development & implementation of product, process, technical frameworks, and alignment, Agile coaching & guidance, streamlining communication & collaboration, data-driven insights, friction & risk mitigation, and future-proofing.

Propertybase Now Lonewolf Technologies (June 2020 - July 2022)

Product Manager

Led development, design & QA teams as sole Product Manager across the (3) companies that comprise Propertybase (Boston Logic, Bold Leads & BackAgent) collaborating with stakeholders, to effectively translate business requirements into specifications, comprehensive project plans, and cutting-edge technology solutions for real estate agents, teams, offices & franchises.

Indeed (January 2019 - June 2020)

Program Manager

Led multiple, cross-functional teams impacting global workstream and operational efficiency through the post-acquisition integration of the Glassdoor job search platform and function migration to Indeed services to ensure a seamless transition, enriched functionality, and uninterrupted platform operations.

Kendra Scott (October 2017 – December 2018)

Web Development Operations

Performed as Scrum Master to prioritize and allocate web development and vendor integrations across KendraScott.com, ensuring optimal e-commerce production uptime within the Salesforce Commerce Cloud ecosystem. Drove onshore & offshore development teams for the feature development, oversaw SWOT team & multivariate test implementation, and stabilization efforts executing against legacy backlog from an incomplete migration.

AlienVault (March 2014 – August 2017)

Web Product Manager

Led end-to-end website development, design & multivariate testing in a fast-paced startup environment collaborating with Product, Engineering, MARCOM, MSSP, Partner & Sales to meet evolving objectives including product releases, announcements, multivariate testing projects, and emergencies (*critical, emerging cyber threats & vulnerabilities*).

Education & Certifications

Bachelor of Science - The University of Texas, Austin, TX

Advanced Certified Scrum Master (A-CSM) - Scrum Alliance

Certified Scrum Master (CSM) - Scrum Alliance