

Jason McElroy

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Digital product manager with 15 years of experience in delivering technology solutions from conceptualization through maturity. Thought leader equally comfortable in sales, business, and development environments. Expertise in business systems design and enterprise data architecture and. Skilled discussion leader with the ability to distill complex ideas into plain language for consideration by executive, operations, and technical audiences. Natural and creative problem solver. Intuitive. Proven leader of successful product development efforts in many sectors including human resources, hospitality, legal, and pharmaceutical.

SKILLS

- Product roadmap creation
 - Software product conceptualization
 - Functional requirements development
 - Information architecture
 - Data modeling
 - Agile product owner
 - Systems Integration
 - Process analysis
 - Capacities planning
 - Deployment and operations planning
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WORK EXPERIENCE

Director, Product Management Madison Performance Group New York Nov 2004 - present

Madison Performance Group is the industry leader in employee recognition and rewards programs, having notable clients such as Accenture, Siemens, Citigroup, Audi, Pfizer, and Kawasaki. Prior to the launch of our Maestro 4.0 SaaS platform, the company worked under the consulting and custom development model. In that time, I was responsible for the design and architecture of all client and internal applications, most of which are still in production.

Role: Product Owner Maestro 4.0 SaaS multi-tenant recognition and rewards Mar 2013 - present

Overview

In March 2013 I lead the effort to create a service oriented multi-tenant SaaS platform to reach a broader customer base by significantly lowering entry cost and deployment time for new customers. This platform incorporates the best features and functions from our custom applications which can now be offered through configuration with no development work required. It is built on Microsoft Azure and is being considered as an Azure case-study application. The MVP was launched in July 2014. Notable early adopters are Juniper Networks and Takeda Pharmaceuticals. We are currently working towards integrating recognition and rewards functionality within Salesforce.

Accomplishments

- Designed industry-changing employee recognition and rewards product
- Managed delivery of MVP, from conceptualization through production deployment, in 15 months
- Created product platform which will drive company revenue generation for the next decade
- Transformed company product delivery model from custom development to SaaS
- Lead high-profile product demonstration engagements with prospective customers
- Developed an "award value parity model" to bring uniform award value to different economies
- Designed a bill-on-issuance customer billing model to recognize revenue sooner

(Role: Product Owner Maestro 4.0 SaaS multi-tenant recognition and rewards - cont'd)

Responsibilities

- Design all aspects of application functionality
- Define product growth plan / road map
- Present strategic options to business owners
- Lead functional requirements discovery
- Develop business, functional, and non-functional requirements
- Coordinate systems analyst, UX/UI design, development, QA, systems operations, business operations, customer support, sales & marketing teams
- Manage 3rd party development vendor engagement
- Oversee QA/UAT plan development and execution
- Deployment planning
- Operations planning/training
- Consult with sales & marketing on product definition, direction, and business value
- Lead technical sales presentations and product demonstrations

Role: Data Architect / Lead Analyst

Accenture recognition and rewards

Dec 2005 - Mar 2013

Overview

Create a global employee recognition and rewards platform serving over 200,000 users in over 60 countries. Application formalizes company objectives and values and reinforces them through award functionality to employees demonstrating those objectives and values. Other notable functional areas include an automated anniversary awards, rule-based budget allocation and management, identity/role driven authorization, rich notification scheme with tailored content based on recipient identity and data attributes.

Accomplishments

- Deliver initial version of application for worldwide deployment in three months
- Consistently maintain high level of user and stakeholder satisfaction with application
- Successfully mature the application through three major rewrites as customer requirements changed
- Integrate product with a number of Accenture legacy systems, both consumers and providers
- Satisfy strict SLA conditions without major incident over eight year engagement

Responsibilities

- Plan all phases of product delivery
- Lead requirements discovery with business, development, and PM teams
- Design concept model underlying application
- Create data models for customer, shared resource, and integration databases
- Develop data access layer including all database objects and methods
- Define integrations with customer HR, reporting, and accounting systems
- Oversee QA testing plan development and execution
- Establish deployment conventions and schedule for maintenance releases
- Manage product feature roadmap
- Subject matter expert for all aspects of product

Role: Data Architect / Lead Analyst **Customer facing and internal systems** **Nov 2004 - Mar 2013**

Overview

Serve as enterprise data architect and application designer for all customer and internal applications. Notable customer systems delivered include applications for Siemens, Kawasaki, Genentech, Pfizer, Citigroup, Abbott, and Computer Associates. Design and implement structured shared services application framework in support of internal business operations and customer applications.

Accomplishments

- Built new department responsible for all business systems development and operations.
- Implemented formal process and documentation standards that allowed the company to execute \$3 million in new business with existing staff and facilities.
- Created documentation and methodology standards for application development from discovery through continuing maintenance. Performed initial training and provided ongoing guidance and training to entire IT staff.
- Developed and published design and implementation conventions and patterns within the analyst and developer departments to promote good design and development practices.

Responsibilities

- Perform full business and technical requirements analysis of existing company internal and customer applications. Identify gaps in functionality and accuracy. Create specifications and data models for a suite of core systems to support new product offerings and integration with ancillary systems.
- Create fully developed data models and data access methods for all company applications.
- Lead business and technical requirements gathering efforts for the company. Advise and train Business Analyst department members.
- Work with platform and operations departments in integrating customer and third-party applications and services with our own.
- Continually evaluate new features and functionality for customer and internal applications. Integrate into existing mature systems within the boundaries of desired product direction. Manage change and growth of product scope/direction.

Technology Consultant

TravelClick

Chicago

Feb 2003 - Aug 2003

- Managed relocation of newly-acquired Hotel RevMAX data systems from New York to Chicago.
- Built parallel operating environment for the purpose of testing and certifying successful data systems transition.
- Certified the accuracy of all data values generated across a suite of over forty custom reports.
- Trained new technical administration and operations staff.
- Published system operation/administration training and procedural documentation.
- Successfully moved all data systems to new facility, maintaining same level of stability and security as original location, with only three-day interruption to operations.
- Wrote functional and technical specifications for proposed new data products.

- Managed full life cycle development of an industry-first reporting service that became the industry standard tool for measuring competitive hotel operating activity. Based on this product, the company grew from five employees to sixty employees with annual revenue of \$1.25 million in less than two years.
 - Teamed with CEO to beat competitor in bringing innovative data products to market first through rapid development of pilot systems.
 - Worked with business development staff to expand existing and build new data products with feedback from customer focus groups and industry council meetings.
 - Built and maintained stable 24/7 operating environment in support of business and data systems responsible for the generation and delivery of over 10,000 custom-tailored reports per day. Built parallel operating environments for use in testing, certification, and release of new production programs.
 - Modeled all databases and wrote all T-SQL code for the company. Responsible for the quality and integrity of all company data. Published report value calculation algorithms for use by customers.
 - Saved \$140,000 annually by instituting automated system status notification system
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EDUCATION

University of Rochester, Rochester, NY
Bachelor of Arts, Psychology (1992)

University of Rochester - William E. Simon Graduate School of Business Administration
Certificate Program, Personnel Management (1993)

The Inteq Group
Business Data Modeling, Process Mapping, Business Systems Analysis courses (1999, 2003, 2012)
