

EDWARD GORDON

San Francisco, CA • Program & Project Manager

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Award-winning program/product manager specializing in cultivating high-performance cross-functional distributed teams. Data-driven, customer-focused, and innovative in approach; balanced, value-centric, and solutions-oriented in delivery across the full product development lifecycle. Engineer of delightfully creative solutions for environments with multiple sponsors and stakeholders. Driven to develop bespoke tools to meet diverse and dynamic client needs.

End clients include Google, Meta, Instacart, Fitbit, Credit Karma.

PIVOTAL SUCCESSES

- Increased efficiency for front-end code deployment to internal support management platform by 90%. **Reduced code change time from days to minutes.** *[Google]*
- **Designed and delivered comprehensive privacy-compliant partner frameworks** by merging proactive strategy and process improvements, resulting in reinforced biometric data security, increased client trust, and improved quality of provided training data. *[Meta]*
- **Transformed customer account issue resolution**, reducing response time for customer account access from 48 hours to under 12 hours, significantly boosting customer satisfaction and retention. *[Fitbit]*
- Created, localized, and led programs teaching Agile and the Scrum framework increasing remote class sizes by 55x to 6100 annual global participants. *[The Job Hackers]*
- **Launched flagship retail product line**, Butcher's Bone Broth, increasing sales by 600% in two months and expanding distribution to over 100 stores in three states within half a year. *[Roli Roti]*

TECHNICAL SKILLS, SOFTWARE, AND CERTIFICATIONS

- **Languages: Scripting** - SQL, **Technical Analysis** - JavaScript, Python
- **Software:** BigQuery, Confluence, Excel, Figma, Google Analytics, Google Suite, Internal Ticketing Systems, Jira, Jupyter Notebook, Keynote, Microsoft Office, Notion, Numbers, Pages, Salesforce, Split, Tableau, Trello, Zapier
- **Methodologies & Frameworks:** Agile, Kanban, Lean, Scrum
- **Certifications:** Professional Scrum Master™ II (Scrum.org), Certified ScrumMaster® (ScrumAlliance), Product Manager Certification™ (Product School)

PROFESSIONAL EXPERIENCE

INSPIR Solutions (Meta) - Program Manager

Apr 2022 - Mar 2024

Spearheaded global initiative for Meta Reality Labs to safeguard research client biometric data, ensuring compliance with national and international privacy laws.

- **Merged process improvements and proactive strategy to architect and deliver the design of comprehensive, privacy-compliant partner frameworks**, improving quality of training data
- Developed innovative automation and technical solutions to create streamlining tools for privacy audits, reinforcing purpose limitation compliance and access policies.

Key Skills: Cross-Functional Collaboration, Risk Mitigation Strategies, Biometric Data Security Enhancement, Partner Management, Process Automation, Internal Tool Creation for Security Auditing

HCL America, Inc. (Google) - Program Manager, Support

Sep 2019 – Apr 2022

Spearheaded service-management platform support and development for Google.

- Reduced ticket escalations by 99% by proactively leveraging platform expertise to identify and solve customer use cases. Refined and developed custom features for an internal service management platform in collaboration with engineering teams, increasing efficiency, productivity, and profitability across all users.
- Innovated an integrated version control management system to **reduce code change time by 90%** while ensuring efficient version tracking and safeguarding data integrity.
- **Developed and implemented a HIPAA-compliant partition of the existing communication platform** based on evolving global needs.
- Developed and delivered custom SQL-based reports to generate data-driven insight for clients. Through root-cause investigation of priority issues, highlighted trends and generated insight, allowing clients to improve internal operations.

Key Skills: Service Management Platform Implementation, Version Control Management, Data Analysis via SQL, JavaScript, and Python, HIPAA and PII Compliance

Aerotek (Instacart, Credit Karma, Fitbit) - Executive Customer Support

Jun 2017 - Jun 2019

Provided white-glove support at Instacart, Credit Karma, and Fitbit.

- Raised customer support standards as **interim lead for a team of 20 subject matter experts** addressing critical account and privacy concerns.
- Reduced time to resolution for customer account access and authentication issues from **48 hours to less than 12 hours** by developing new processes, automation, and reporting for L1 and L2 support teams.

Key Skills: Leadership, GDPR Compliance, Trust and Safety, Process Improvement, Agile Problem-Solving

Roli Roti - Product Manager

Jan 2016 - Sep 2016

Initiated and led comprehensive product initiatives, including branding, internal tool development, and USDA-compliant packaging, enhancing both direct and retail sales through efficient vendor and distribution management.

- **Piloted soft-launch of retail product line to increase weekly sales by 600% within the first two months.**
- Developed and scripted process automation tools and produced documentation and team training, **reducing quote times from 30 minutes to under 5**. Directly led to an immediate **\$100k revenue increase**.

Key Skills: Product Development, Compliance, VBA, Process Automation, Vendor Management

COMMUNITY DEVELOPMENT (VOLUNTEER)

The Job Hackers - Chairperson and Director of Programs

April 2018 - Present

Scaled a non-profit Agile and Scrum training program's class size significantly by fostering global engagement.

- Expanded audience from domestic to global markets, **increasing student participation by 55x across 95 countries** while launching a successful employment program and expanding the volunteer network for better delivery.
- Awarded the Jefferson Award for Public Service in 2021

Key Skills: Agile Training, Scrum, Program Development, Remote Teaching Facilitation

AREAS OF EXPERTISE

A/B Testing, Backlog Refinement, Client and Vendor Management, Cross-Functional Team Leadership, Data Analysis, Data Visualization, Process Improvement, Product Lifecycle Management, Release Planning, Requirements Gathering, Resource Allocation and Optimization, Risk Management, Stakeholder Communication, User Interviews, Agile Methodologies

EDUCATION

Bachelor of Arts (BA), Liberal Arts | St. John's College, Santa Fe NM