

# David Gelin

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## DIRECTOR, TECHNICAL PRODUCT MANAGEMENT

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### Product Management | Agile Software Development | Servant Leadership

Technologist with over 18 years of experience having performed various functional roles in Product Management, Program Management, and Software Development. Solid understanding of a wide array of technologies including CRM, ERP, eCommerce, AdTech, smart devices, machine learning and low-code development platforms. Proven success in providing technical solution design and leading mission-critical projects.

## WORK EXPERIENCE

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**Crosslake Technologies / Corsis** - remote

June 2018 - Present

### SR. DIRECTOR, PRODUCT MANAGEMENT

Responsible for multiple platforms including proprietary tooling (*assessments, benchmarks, data insights*), Salesforce CRM and other third-party applications. Provided mentorship to three Senior Product Managers, maintained multiple product and technical roadmaps and a steady backlog of developer ready stories.

- Received the 2020 MVP award for developing internal applications supporting Sales, Marketing, Recruiting, Delivery and Resource Management using a combination of Salesforce and PowerBi.. These applications streamlined business processes, providing cross-platform integration and automation capabilities leading to reduced operational costs. Efforts enabled the company to scale the Practitioner team performing Tech Due Diligence and Post-Diligence projects by over 300% to meet the surge in customer M&A projects experienced in 2020-2021.
- Successfully launched health digital assistant for a client struggling to conceive and complete an MVP with an outsourced development firm. Wrote requirements for developers and iteratively enhanced the Chatbot based on client and user testing group feedback. MVP success led to multiple new partnerships and pharmaceutical clients.
- Provided technology due diligence for over 70 evaluations focusing on SDLC, Product Management and Organizational Risk on behalf of Private Equity, Venture Capital firms.
- Conducted coaching and training sessions for sell-side clients improving SDLC processes, primarily focused on Agile methodology and product management.

**WebMD** - New York, New York

October 2010 - June 2018

### DIRECTOR, PROGRAM MANAGEMENT

Responsible for technology programs including mobile apps, AI & machine learning, community, media/advertising, and BI. Hired and mentored project management resources, conducted performance reviews and established and provided governance to PMO processes.

- Directed large-scale companywide AdTech project with over 25 teams to consolidate and optimize advertising specifications in addition to migrating all consumer site tools and mobile apps to use Google DFP. Project led to single platform cost savings and Ad Product opportunities.
- Became AdTech SME and managed partner implementations with companies such as LOTAME, Media.Net, A9, OAS, Sharethrough, leading to significant increases to CPM revenue.

- Successfully launched WebMD Chatbot integrations with Google Home, Microsoft Cortana, and Amazon Alexa resulting in 1mm in Net New revenue through sponsorship opportunities.

**Weight Watchers (WW)** – *New York, New York*

2007 - 2009

**TECHNICAL PROJECT MANAGER**

- Spearheaded massive project to migrate Weight Watcher's existing ERP platform to Oracle ERP. Analyzed current state requirements, discovered and incorporated efficiencies to leverage with Oracle working with over 60 stakeholders and system architects.
- Migrated WeightWatchers.com entire e-commerce site to MS Commerce Server 2007 and integrated MS BizTalk with the warehouse and logistics vendors. The new platform led to reduced logistical issues and streamlined the deployment and upgrade process for future enhancements.

**Education Dynamics** – *Hoboken, New Jersey*

2005 - 2007

**BUSINESS ANALYST**

- Functioned as product manager to launch eLearners Express website, providing a faster way to identify programs of interest for potential students.
- Optimized client ad exposure for 1M+ visitors per month across several lead generation website properties; leveraging click and conversion rates amongst other data, maximizing potential revenue.
- Using data analytics, performed AB testing to improve lead generation efforts by 15%-30%.

**Datamatics Inc** – *Fords, New Jersey*

2003 - 2005

**SOFTWARE DEVELOPER**

Education Dynamics – Hoboken, New Jersey

- Built the front-end of JetBlue’s schedule swapping application; integrated with the Datamatics’ time and attendance desktop/server application; conducted training for 100+ JetBlue employees.
- Primary developer for the company website redesign and online client portal; resulted in increased revenues, web traffic, and brand equity.

**EDUCATION**

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**Stockton University** – *Galloway, New Jersey*

B.S – Computer Science, 2003

**PROFESSIONAL SKILLS**

- Skills: Product Management, Technical Solution Design, Cross-Functional Team Leadership, Vendor Management, Product Roadmap Strategy, Process Improvement, Agile Scrum & Waterfall methodologies, Requirements Gathering, Software Development Life Cycle (SDLC). iOS & Android Mobile product development.
- Tools: Aha!, Jira, Salesforce, GitLab, PowerBi, Zapier, Microsoft Power Automate, Slack, Twilio, AWS, Roadmunk, Rally, Aha!, Basecamp, Moqups, Trello, Confluence, GitHub, Rally, Wordpress, Smartsheets, MS Visio, MS Project, MS, Excel, MS Access, Google Docs.
- Software Languages: JavaScript, JQUERY, PHP, CSS, HTML, SQL, DAX