

Martin Grobisen - Certified Scrum Master

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Project Management and Communications

Project Planning, Development, Tracking, and Reconciliation Expert

Advised on federal government **contract acquisitions of over \$2 billion**

Received 100% Green ISO 9001 QMS from external audit of Ford Motor Co project

Drove Welfont 3-year sales growth \$3-\$30M, leading to a 2018 Inc. 500 Award

Ceelix Awarded Frost & Sullivan **Global Emerging Biometric Solutions Award**

Advisory Board Member American Marketing Association, University of South Florida

Areas of Expertise

- Large Scale Project Management
- Strategic Executive Adviser
- Project Monitoring and Tracking
- Project Planning, Implementation, Analysis
- Change Management Campaign Strategy
- Reporting and Stakeholder Communications

Professional Experience

Gov CIO | Strategic IT Consultant & Communications Specialist | Tampa | 10/2023 - 4/2024

Directed, reviewed, and advised on the contract acquisition process for the Veterans Administration DTC SaaS/PaaS program team. Track all project timelines and participate in the creation and review of all government briefing content. Project management of VA projects:

Provide advisory support to the DTC Strategic Acquisition executive/senior leadership.

In collaboration with the cross-functional members of the DTC and Technology Incubation Services team, I create, review, and present the Project Work Statements (PWS) and contract management SOPs for all current and future contract recompetes. This includes the creation of FITARA executive facing contract acquisition briefing content and the tracking of current contract timelines.

Ashley Furniture | Senior Internal Communications Manager | Tampa | 10/2019 - 6/2023

Directed the Communications team providing brand-integral, effective, internal/external, global communications. Project management of large Internal Communications initiatives:

COVID crisis communications for all 33,000 worldwide employees. Implemented PMO standards and reporting of a crisis communications plan. Managed timelines, scope, and content dissemination of targeted communications. Monitoring, tracking, and continuous improvement of pandemic projects.

Communications leader on the matrixed organization-wide Microsoft Dynamics 365 implementation project for the retail organization. Built and implemented multifaceted communications plan, including notifications of project progress and setbacks, identification and resolution of root cause issues, and design and implementation of all change management communications.

Directed the company-wide open enrollment for health benefits. This annual project required workforce management of staff, internal resources, and external vendors. Provided ongoing reporting, identified opportunities to improve efficiencies and streamline processes year/year.

Produced 13-week webinar series for the 400-member leadership team. In association with the Workforce Management leadership, I directed a team including IT, Support, and the executive presenters. Using MS Teams for the first time as a webinar platform, we created and established project and program processes, procedures, methods, and standards for ongoing usage.

MG Productions | Fractional Marketing and Communications Director | Tampa | 5/2018 - 10/2019

Provided project management for fully integrated online and traditional marketing campaigns for hi-tech companies, internet start-ups and non-profit organizations. Client list includes B of A, Florida Central Credit Union, Microsoft, Williams Law, Samsung, and Dyson. Project management of client projects:

Performed logistical and reporting services for client merchandising initiative. Created clear and concise reporting highlighting project progress and key milestones. Completed delivery on time and on budget.

Complete website update for HVAC company. Project and program processes, procedures, methods, and standards were followed to ensure User Interface compliance. Customized reporting was delivered throughout the implementation to the stakeholders who then provided the project team with change requests for the next sprint.

The Welfont Group | Marketing and Communications Leader | Tampa | 5/2016 - 5/2018

Directed the Marketing and Communications team driving market awareness through web, video, social media, and blogs, resulting in 75% web traffic increase. Project management of large projects:

Directed vendor specializing in online reputation management. Implemented effective project tracking systems and dashboards to monitor progress and create clear and concise executive reports.

Ensuring compliance with regulatory requirements and industry best practices, successfully implemented Pardot marketing automation and Salesforce CRM software integration.

SunView Software | Product Marketing and Communications Manager | Tampa | 8/2012 - 1/2016

Feldman, Fox & Morgado, PA | Marketing and Communications Director | Tampa | 8/2012 - 1/2016

Ceelox | Director of Marketing | Tampa | 10/2007 - 3/2009

Education

Bachelor of Arts | California State University Northridge | Communication and Media Studies

Certified Scrum Master | Scrum Alliance

Certificate | University of South Florida | Digital Marketing Certificate Program

Training | ISO, PMP, and Agile Project Management