Venecia Robles-Zavala

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Experienced Product Manager with 14+ years of experience in hardware and digital product management, innovative software development, implementation and continuous quality improvement, with a proven track record in multiple product solutions, strategic planning, and enhancing user experience. Expertise in Agile and SAFe methodologies, leading global cross-functional teams to deliver large high-impact critical software products and applications. Recognized leader in managing highly complexity implementation products based on Cloud and Microservice Architectures, Gen AI, Gen BI| Blockchain, Web and Mobile applications.

Venecia is focused on developing IT strategies that balance the demanding complex requirements of today’s organizations with the benefits of advancing cutting-edge technologies.

**Core Competencies**

Requirements Gathering and Prioritization | Agile Methodologies (Scrum and Kanban) |Voice of the Customer | Stakeholder Management & Strategy Alignment | Product Development & Lifecycle Management | Data-Driven Decision-Making | Cross-Functional Team Leadership | Product Strategy & Development | User Research and Market Analysis | Software Development Lifecycle | Market Research & Competitive Analysis | Technical Requirements & User Story Creation | Data Stewardship & Governance |Project Management | UX/UI Design & Optimization | Product Documentation & Sales Enablement | Product Metric Tracking & Analysis | Enterprise Business Process Design & Optimization| Application Lifecycle Management(ALM)|ITIL| |Business Intelligence| Roadmaps | Persona Mapping| Value Steam Mapping |Financial Modeling| Business Cases| Offshore Resource Modeling| Test Driven Development| Problem solving | Interpersonal & Analytical | WebAPI| Web Services| DHTML|HTML5|PMO|Playbook| Release Orchestrations| Market Analysis Oversight| Stakeholder Alignment|

**Technology &Tools**

MS Suite| ProdPad| Airtable | JIRA |JIRA Align| Rally | Slack |MS-SQL | Power BI | Salesforce | HubSpot| Confluence | Azure| AWS | Service Now | SharePoint |HTML| Miro| Figma| Mix Panel | Google Analytics| Splunk | GitHub | Gen AI | Gen BI | LLM | DevOps| TFS| Salesforce| SaaS| HeadlessUI React| Tailwind CSS| Workday| Tableau| Teradata| Alteryx| Rally API| Bootstrap| Kronos| Dimension| Kafka| Redshift| Webclip| Weblink | SAP | Storybook | Semantics UI | Web2 | Web3 | Unit21| Blockchain Technology | Digital Asset| AI Automation Bot| Post Delivery Technical Training | Automated Dashboard| JavaScript| DOT.Net| Python| DOM| JavaScript API| Digital.ai|

## **Professional Experience**

## **Southwest Airlines** (APEX) | Gilbert, AZ

### *Product Manager Strategy and innovation-Consultant* | 10/2023-06/2024

Directed the Product Development Teams Vision, Product Planning and technology work for a new enterprise product and user platform by leveraging cross functional teams in the organization with a focus on data analytics, automation, statistical analysis with complex cloud and microservice architecture utilizing strategic roadmap planning to optimize a robust dashboard with Web and Mobile capabilities.

* Lead the presentation to the regular key stakeholder meeting to provide updates on the progress of the initiative, product vision, clear expectations and accountability, objectives and mitigating risks ahead of time on high visibility projects across the different TechOps programs.
* Guided TechOps business stakeholders in strategy assessments process mapping sessions to identifying current processes, pain points and areas for process improvements to pinpoint business requirements needed to build an effective roadmap.
* Lead team in creation of the context diagram to plan future the state redesign of the Kronos time management system per union contract requirements to incorporate time management in the new workforce management dashboard application.
* Developed a deep understanding of the business objectives for the stakeholders; evangelized the aligned product vision with business objectives and creating a viable roadmap to modernize current platform for the employees.
* Business requirements gathering and prioritizing features, built out the backlog, created user stories and held daily scrum meetings to track objectives and deliver results.
* Stood-up a new product development team and worked with cross functional teams to develop a creative solution for the Workforce management product with cost down implementation from concept to Go Live, that included strategizing with product teams to develop and implement change management strategies to ensure successful adoption of new processes and procedures.
* Created a complex recreation of the existing QuickBase application with no access to code or documentation, so we can identify downstream data dependencies by tracking down the primary source of the data to support the requirements required.
* Implemented Agile Methodologies, ensuring efficient sprint planning and execution.
* Provide a variety of metrics and feedback to help measure progress, using organization Metrics with KPI’s and OKRs, along with Power BI, and ADO Metric, implemented Agile Methodologies, ensuring efficient sprint planning and execution.
* Created wireframes and mockups using Figma, for web and iOS applications. Lead the frontend development team with creating a Workforce Management dashboard with mobile capacities.
* Lead strategy assessments of current Tech Ops product operations and reviewed the areas for gaps and inefficiencies.
* Presented Product areas need of opportunity to the stakeholders and collaborated with the contracted vendor to create a thorough assessment to help present a solution package to have the vendor build.
* Created context diagrams used to identify the twelve products needing to redesign, lift and shift or outsource to a third-party vendor to plan future state of three Databases, five applications and two web portals.
* Strategized with teams to develop and implement change management strategies to ensure successful adoption of new processes and procedures.

## **Wells Fargo Bank** (APEX) Chandler, Arizona

### *Product Manager-Consultant* | 07/*2022-04/2023*

Lead the Agile processes as part of the Global Products and Solutions team focused on digital modernization, building, and enhancing products powered by the Global Customer Journey platform, the single source of the customer journey, from account creation, payment, credit, e-trading and refund data for the organization. Managed the digital product portfolio and focused on redevelopment of customer profiling platforms.

* Leader of strategy assessments of the current customer journey and product operations, to guide the development team to create a conversational interface as part of the customer journey, and machine learning techniques to help detect fraud and support underwriting and risk management.
* Lead development, engineering, product, design teams in all phases of concept to Go Live solution product delivery, from gathering and validation the banking regulations, to the business requirements gathering, persona mapping through the design sessions, build, test, delivery and support for the financial services and e-trade banking platform.
* Improved customer experience through process-driven enhancements, forecasted to increasing satisfaction by 20% annually.
* Developed a deep understanding of the business objectives of internal and external stakeholders; evangelized the product vision and built trust by maintaining an accurate and achievable roadmap to integrate the first blockchain technology to optimize intrabank trades.
* Developed and implemented strategies to improve the customer journey processes and increase efficiency per SEC regulatory standards.
* Created an automation monitored performance metric to measure the success of initiatives and provided regular progress reports to senior management.
* Coached and trained employees on new processes and procedures and facilitated communication and collaboration between different teams and departments.
* Collaborated with cross-functional teams to develop and execute product plans, and ensure products completed on time and within budget.
* Provided mockups and collaborated with creative teams in development of UI for web based and IOS applications.
* Provide a variety of metrics and feedback to help measure progress, using organization Metrics with KPI’s and OKRs, along with Power BI.

## **Charles Schwab** (APEX) | Phoenix, Arizona

### *Product Manager-Consultant | 11/2020-07/2022*

Lead the product, planning, vision and technology work for a new enterprise data product and user platform being leveraged by teams across the organization with a focus on validating the identity and financial data, analytics and insights.

* Guided the teams on the development of creating a tailored robotic process automation using applied Generative AI models and GAN algorithms for structed operational tasks that validated the current available funds used and dashboard for detecting and managing money laundering, fraud risks for the e-trading product.

Guided the development teams to create an identity and real time financial validation application that validated the customer and real time balances matched and available at the time of the trade.

* Leader of strategy analysis, requirement and identified product pain points required to prioritized deliverables.
* Collaborated with cross-functional teams, including engineering, design, and marketing to deliver high-quality products on-time and within budget.
* Collaborated with internal teams and vendors to assure a tailored alignment of products and trading and banking regulatory requirements meets all required standards.
* Managed product development teams using Agile methodologies including iteration planning, backlog grooming, and daily stand-up meetings.
* Created product messaging and positioning platform ensuring seamless integration across all functions.
* Created product documentation, including user stories, requirements documents, and release notes and disaster recovery playbook plans.
* Collaborated with cross-functional teams on design and delivery of a tool that provides the ability to provide several choices to deliver global exposure to companies that utilize digital assets, and business activities connected to blockchain technology.
* Conducted analysis on business activities connected to Digital Assets and blockchain technology, Anti-Money Laundering Technology (Unit21)

## **American Airlines** | Tempe, Arizona

### *Product Manager/Product Owner | 10/2015-10/2020*

* Designing and implementing the first Flight Crew Electronic Trade Board web applications with a mobile interface, which automates the otherwise manual processing of 120,000 monthly trip trades in the industry, which currently used by 26,000 flight crew personal. This approach also considered trade conflicts with vacation and recurrent training and overall open time on the schedule. This application was utilized in negotiations with the AFPA Union merger with US Air and American Airlines, which lowered reserve crew needs and added a 1.5 MM per year in savings.
* Managed seamless alignment with cross functional integration to define product strategies and roadmaps that align with business objectives.
* Coordinated with the third-party software applications to create a mobile application “Crew Portal” for the flight crew management systems, manage their schedules and communicate with the ground crew in real time.
* Managed a resolute Agile team that delivered customer-facing software solutions for flight related notifications that support crew and passengers. Collaborated with business stakeholders to deliver Minimum Viable Products (MVPs), and subsequent iterations/enhancements to the MVP per the vison roadmap.
* Removed roadblocks and insulated the project team from unplanned work during the iteration to ensure on time deliverables.
* Facilitate PI Planning and wall walk sessions to identify pain points and evangelize the aligned product vision with business objectives and creating a viable roadmap to modernize current the Crew Technologies platform for the Union contracted employees.
* Delivered a solution that consolidated two legacy electronic trade board applications onto a single bidding/scheduling crew platform that yielded $1.5 MM per year in company savings.
* Identified potential project risks and worked to mitigate them before they impact delivery.
* Maintain operational excellence for mission critical application for the Pilots and system wide airline software.

## **US Airways** | Phoenix, Arizona

### *Senior Business Analyst/Product Owner (****merger with American Airlines****) | 09/2013-10/2015*

* Reclaimed over 1,200 monthly person-hours by designing and implementing the first Flight Crew Electronic Trade Board web applications with a mobile interface, which automates the otherwise manual processing of 120,000 monthly trip trades in the industry, which currently used by 26,000 flight crew personal. This approach also considered trade conflicts with vacation and recurrent training and overall open time on the schedule. This application was utilized in negotiations with the AFPA Union merger with US Air and American Airlines.
* Created business requirements, process flows and user stories and UX mockups designs using FIGMA.
* As a Business Analysis in leading daily stand-ups, backlog grooming, and iteration planning sessions, demos, and retrospectives.
* Managed backlog including grooming and prioritization of efforts.
* Clarified complex business rules and processes using graphical charts and diagrams.
* Lead requirements review sessions with the QA and Development teams onshore and overseas.
* Facilitated Conducted system demonstrations and product reviews for organizational audiences ranging from project team members to Senior Vice Presidents.
* Provisioned and delivered secured hardware for the aircraft cockpit onboarding per FAA protocol.
* Managed monthly operations pager, to monitor flight crew planning operations.
* Collaborated with multiple internal teams and external business partners to deliver the iPads on time and create a world class experience for the flight crew.

## **Apple Inc** | Gilbert, Arizona

### *Business Specialist | 11/2010-10/2013*

* Prioritized the expected business solution that will utilize the Apple hardware and software macOS and iOS operating systems, to streamline the customer product experience.
* Participated in Apple Career Experience program to Onboarded the iPad into the cockpit of commercial airliners to replace the need for books and provisioned relative mobile applications used on the iPad, per FAA guidelines.
* Implemented innovative Apple technology solutions to increase productivity and sustainability through pipeline management, per business customer requirements.
* Developed internal curriculum that empowered internal employees in professional development ownership, to expand the Apple experience.

**Education**

## American College for the Applied Arts

Bachelor of Science- Business Administration

**Certification**

* MIT Technology- Innovation Acceleration Program
* MIT Technology- Artificial Intelligence in Health Care
* Agile Certified Practitioner (ACP)
* Scrum Master Certification
* Product Owner Certification (CPO)
* Certified Agilest (SA)
* Project Management Professional (PMP)
* UX Design Certification
* Human Centered Design Thinking Certification
* Business Analyst Professional (CBAP) – IIBA Member

**Awards**

* Air Operations Integration Award
* Microsoft Award for Excellence
* SWA Recognition Appreciation
* America Airlines-Hack War Competition-Microsoft & Pivotal Software grand prize

   Global web iconScrum Alliance 