

## **COFFY DAVID-SHEA**

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Program Manager • Project Manager • Producer • Scrum Master  
[www.acupofcoffy.com](http://www.acupofcoffy.com)

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Proven track record in building products, running agile projects combining key elements of different technologies, led cross-functional teams to collaborate, have fun and level up to their fullest potential.

### **PROFESSIONAL EXPERIENCE:**

#### **Senior Technical Program Manager, Manager**

##### **2K – August 2021 - Present**

- Manages 2K programs within the technology organization and game development studios
- Establishing and refining the organization's program processes
- Engineering agile coach, scrum master optimizing collaboration with cross-functional teams and gaming studios.

#### **Senior Technical Program Manager, Manager**

##### **Healthgrades – August 2020 - August 2021**

- Managed the Product Operations Project Management team including the company's migration program efforts
- Led customer migration project and managed program releases
- Engineering agile coach, scrum master optimizing collaboration with cross-functional teams

#### **Program Manager**

##### **HouseCanary – January 2018 – April 2020**

- Managed and prioritized requests for the Data and Engineering teams
- Engineering agile coach, optimized collaboration with cross-functional teams
- Led company's brokerage, data ingestion initiatives, product and operational prioritization

#### **Program Manager, Google Play Movies and TV**

##### **Google – March 2016 – January 2018**

- Managed and prioritized requests for the Content Engineering Team
- Optimized collaboration with cross functional teams
- Drove automation, testing, and deployment efforts

#### **Program Manager**

##### **Gracenote – November 2013 – March 2016**

- Managed multiple geographically dispersed projects
- Coordinated training for several products
- Led project processes improvement
- Managed and coordinated triaging global content and vendors
- Drove monitoring and alert system improvements

#### **Media Producer; Operations & Production Project Manager (Contract)**

##### **adRise, Inc. – March 2013 to October 2013**

- Oversaw operations, programming and partner management for SmartTV and iOS tablet applications
- Managed partner onboarding and release
- Released 40 Samsung SmartTV and Blu-ray apps

**Media Producer; Operations & Production Project Manager (Contract)****Social Media/Edutainment Start-Up – August 2012 to March 2013**

- Strategy, operations and business plan development

**Senior Manager and Producer, Home Entertainment****VIZ Media LLC – January 2008 to August 2012**

- Oversaw all aspects of Digital, Blu-ray and DVD production for new releases
- Produced over 200+ Blu-ray/DVD/Digital Viz Media and New People (Viz Pictures) titles for distribution
- Designed and implemented product development and production workflows
- Negotiated contracts with licensing partners
- Optimized the packaging production process and streamlined Blu-ray/DVD workflows
- Sourced and managed pre-press facilities, printers, replication and distribution facilities for packaged products

**Technical Analyst/AV Production Manager****Y&R San Francisco – June 2006 to November 2007**

- Managed and maintained the agency's editing suites and researched solutions to solve existing work production issues
- Provided software/hardware support to creative and interactive departments to improve workflow and processes
- Researched solutions to solve existing work production issues
- Provided software/hardware support to the entire agency to improve workflow and production

**ADDITIONAL EXPERIENCE**

Certified Scrum Master - [Scrum Alliance](#), License 000349917

[Path to Agility](#) Practitioner ([Agile Velocity](#))

Volunteer, [Agile Austin](#)

Member, [Project Management Institute](#)

[PMP Certification](#) - In Progress

[Salesforce Administrator Certification](#) - In Progress

Instructor, Introduction to Producing MPT 205.02 ([Academy of Art University](#))

Volunteer, [Talks at Google](#)

**EDUCATIONAL BACKGROUND:**

ACADEMY OF ART UNIVERSITY (Master of Fine Arts, Motion Pictures and Television)

UNIVERSITY OF SANTO TOMAS (Bachelor of Communication Arts, Major - Advertising)