

Dennis D Robinson

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Business and IT leader with demonstrated ability to deliver value

Business leader with a broad set of experiences in industries including, Ecommerce, QSR, Insurance, Banking, Travel/Tourism with hands on experience driving digital transformations, IT deliveries, performance management, managing P&L and developing business strategies; with a track record of aligning company resources toward achieving a positive outcome for the business.

Skills:

Product Development, Strategy, P&L Management, Performance Management, Program & Project Management – Agile/Scrum/Waterfall, Digital/Agile Transformation, Business Case development, Vendor Management, Business Analysis, Offshore Management, Software Quality Assurance

PROFESSIONAL HISTORY

Xooba – WWW.XOOBIES.COM, Chicago, IL

Co-Founder & COO, 9/2016 to Present

Responsible for the overall operations including finance, legal, customer service, P&L, and scouting for independent experience providers. Also involved with strategic planning, product development, digital marketing, and raising capital.

Key Achievements:

- Launched an experiential marketplace that connects experience seekers with passionate experience providers.
- Raised \$707 thousand from angel investors; funds were used to build the Xoobies android and iOS apps, and to validate market opportunity.
- Co-facilitated the product development process including personas, requirements definition, design reviews, and test validation.
- Developed internal process for identifying, screening and onboarding experience providers onto Xoobies.com.

EIMPROVEMENT LLC, Pleasant Prairie, WI

Business Solutions Consultant, 10/2018 to 04/2020

Oversaw the delivery and go to market launch of a new online retail brand, Hausera.com.

Key Achievements:

- Took a program that was off-track, with cost over runs and missed deadlines; re-established the baseline and successfully launched the new retail brand, within a week of the revised target date.
- Implemented a program delivery framework with tools for evaluating and prioritizing the best project opportunities.
- Managed delivery of additional enhancements for the new retail brand, Hausera.com.
- Oversaw the daily scrum ceremonies including, sprint planning, daily stand-ups, backlog grooming, sprint demos, and retrospectives for multiple teams.

McDonalds Corporation, Oak Brook, IL

Director, Program Management Global Digital, 3/2014 to 9/2016

Primary responsibilities included facilitating Agile adoption, digital transformation, implementing product development frameworks, and ensuring alignment for digital capabilities involving CRM, Music, and Ecommerce, globally.

Key Achievements:

- Implemented the framework used to engage diverse regions to gather consumer needs to incorporate into digital solution.
- Partnered with regional executive leadership team to identify key market opportunities and to sequence the top 10 markets that would provide the greatest economic lift.
- Planned and coordinated the project delivery in partnership with Global IT into local markets, including (China, US, Australia, UK, Portugal and Canada).
- Worked with HR and external recruiting firms to accelerate the hiring of key roles within Global Digital in the areas of Product Management, Program Management, Digital Media and Engagement.

CLASSIFIED VENTURES - Apartments.com & RentalHomesPlus.com, Chicago, IL

Director, PMO & Software Quality Assurance - *promoted, 3/2008 to 3/2014*

Manager, PMO & Software Quality Assurance, 8/2005 to 2/2008

Primary responsibilities included: recruiting, onboarding, performance management, business case development, vendor management, and scaling agile adoption while working with technology leadership to define the IT strategy that aligned with the business and product organizations.

Key Achievements:

- Partnered with product and technology leaders to develop a strategy and business case for ramping up investments in mobile that resulted in the definition, build, and deployment of mobile iOS and Android apps delivering a 150% lift in lead conversion.
- Delivered new products and product features that upon implementation resulted in increased leads to B2B customers, resulting in revenue gains, greater than 21%.
- Established an executive steering committee and provided a structure to focus the conversation on prioritizing and funding product initiatives with the best strategic fit.
- Improved product development and team collaboration by implementing an agile delivery framework.
- Built and expanded the Program management team from a one-person team to 13+ directs and indirect reports that included Project Managers, Business Analysts, and Quality Assurance Analysts supporting all Apartments' Product initiatives and applications.
- Improved software quality and website performance by implementing QA standards and procedures.
- Redefined existing roles within the IT PMO team by setting clear goals and expectations; rewriting job descriptions, and developing promotional paths.

AVANADE, Chicago, IL

Project Manager/QA Lead, 10/2004 to 7/2005

As a consultant with AvanaDE, responsible for managing the planning and stabilization phases for a major mortgage wholesaler, Chicago Federal Home Loan Bank.

Key Achievements:

- Managed a team of testers throughout the QA and testing phases of the SDLC.
- Defined and wrote Test Strategy and Test Plan; primary customer contact for articulating status and planned approach.
- Managed expectations of client's project management staff and project sponsors by identifying QA entrance and exit criteria and communicating this effectively to the rest of the project team.
- Identified resources and assigned task appropriately after assessing individual's skill level.
- Implemented new QA standards and procedures as a part of a team to provide consistency throughout AvanaDE consulting.

EDUCATION, PROFESSIONAL DEVELOPMENT AND TECHNICAL SKILLS

University of Illinois at Urbana Champaign, IL – MBA – Strategy & Leadership, 5/2011

Carthage College – Kenosha, WI – BA – Political Science, 5/1997

Certified SAFe® Agilist 2016

Certified Six Sigma Green Belt 3/18/2021

Project Management Professional (PMP) (4/2/2021)

