

Antonia E. Guerrero CSM, CSPO

Digital Transformation Manager

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Dallas, TX



SKILLS

Strategy
Agile/ Waterfall Methodology
End to End Project Execution
and Governance
Budget Management
Training and mentoring
RFP/ Contract Negotiations
Vendor Management
Change Management
Process Improvement
Implementation/ Deployment
POS/ Back Office Systems
Multi-Channel E-commerce
Experience
API Integrations/ AI&ML
Data Warehousing
Digital Transformation Supply
Chain

EDUCATION

Bachelor of Arts, Sociology,
UCLA

Post Graduate Degree Supply
Chain Digital Transformation,
Purdue University

PROFESSIONAL PROFILE

I'm a results-driven Digital Transformation Manager with over 20 years of experience in the Technology and Hospitality sectors. I possess a solid and proven track record of successfully leading complex technology projects through all phases, using agile and waterfall methodologies, in both corporate and startup environments, serving domestic and international organizations. My history is marked by a consistent ability to translate customer requirements into product development, ultimately enhancing their experience.

Key Accomplishments

- Worked with Apple to be the first to implement and deploy Mobile Device Management on an IOS Cloud based device using Multi-tenant hierarchy for a Franchise Model.
- As PM, I've led full stack integrations that included but was not limited to open API Integrations, Mobile Device Management, OLO (OLO, OLO Rails, OLO Dispatch), Punchh Loyalty, Decision Logic Back Office System, NCR Back Office Systems, EZ Cater (Catering), Nextstep/ Xenial (Kiosk), Givex (Gift cards), Kitchen Display Systems (KDS) and multiple Payments/ Gateways.
- As, Dir of PS, I Implemented and deployed StoreRanker to 1000+ Accounts and 3500+ Users both domestically and internationally. In both civilian and government agencies.
- As, a Product Manager, I designed, piloted and implemented a Safety Bootcamp for the largest FSM in the country, dramatically reducing worker comp claims in the first six months of the program.
- Managed the selection, configuration, and implementation of a new Project Management, CRM, Accounting and HR Systems.
- Lead the selection, implementation and deployment of a new Support Desk
- Built and staffed an account management and professional services team at StoreRanker.
- Directed the product release of both Mobile IOS & Android App.
- I oversaw the transition to a new Technology Team.

EXPERIENCE

Focus Brands, LLC | Atlanta, GA | May 2021- Present

Digital Transformation Manager

- Leading the Supply Chain Digital Transformation program and overseeing the move to an Agile environment and supporting the transition of our SC Technology Development teams into 2-week sprints using Scrum methodology and using Atlassian as our agile tool.

Sr. IT Project Manager

- Leading the Supply Chain Digital Transformation program by selecting, scoping, designing, and implementing 3rd Party and homegrown technology that will provide the Supply Chain the tools to support 7 existing brands and onboard additional acquisitions quickly.
- Managing the selection of a new Enterprise Contract Management software to support a portfolio of brands from RFP to project close.
- Managing the selection, implementation and deployment of a Enterprise Support portal, handling the transition from ServiceNow to Jira Service Management.

Revel POS| Los Angeles, CA | 2017- Present

SR. Enterprise Project Manager

- In my role as *Project Manager*, I am responsible for managing both Domestic & International projects with multiple 3rd party integrations.
- As a PM, I lead the enterprise rollout across multiple vendors and departments of Revel POS to 1200+ locations for Focus Brands across multiple brands.

CERTIFICATION

Project Management
Cal State Dominguez Hills, CA

Human Resource Management
Loyola Marymount, CA

Certified Scrum Owner
Scrum Alliance
Credential ID 1519373

Certified Scrum Product Owner
Scrum Alliance
Credential ID 001207573

Pragmatic Marketing Certified
Product Manager

Atlassian Certification,
Atlassian University

Associations

PMI
WFF
WIT
Scrum Alliance
Woman Who Code
UCLA Alumni Association

PORTFOLIO

[LinkedIn](#)

INTERESTS

Photography
Traveling
Swimming
Start Ups
Cooking

EXPERIENCE (CONTINUED)

StoreRanker | Redondo Beach, CA | 2015 – 2017

Product Manager (2017)

- In my role as *Product Manager*, I was responsible for managing product promotion and roadmap. Sponsoring new functionality, building requirements, overseeing the technology build, QA'ing the product and taking it to market using an Agile product development life cycle.
 - Managed overseas Technology Teams (India, Argentina).
 - Oversaw the software development and implementation of 25+ new features.

Director of Account Management & Professional Services (2015-2016)

- In my role as *Director of Account Management*, I oversaw the team responsible for the satisfaction and retention of existing and future business. Overseeing all support and configuration needs.
- In my role as *Director of Professional Services*, I oversaw the team that was responsible for the implementation/deployment of new products, projects and onboarding new clients. Customer training, and the creation of all training material.
- Equity Partner

NCR | Huntington Beach, CA | 2011-2015

Client Service Manager (2013-2015)

- My primary role was to act as the voice of my client within NCR to ensure that their needs were being met. My clients were a collection of top accounts and nationwide brands.
- I achieved my client's objectives by partnering with them, providing recommendations to strategic plans and reviews, preparing documentation and providing training; implementing product changes; resolving problems; identifying trends; determining system improvements and implementing changes

Senior Support (NCR Back Office formally Menulink) (2011-2013)

- In my role as Senior Support, I provided back office restaurant support to NCR's VIP clients. Specialized in Inventory, overtime rules, and tip pooling.
- I maximized customer operational performance by providing help desk resources, technical advice and training; resolving problems, disseminating advisories, warnings, and new techniques; detecting's and diagnosing product problems and submitting them to Development.

LA FoodShow (CPK) | Beverly Hills, CA | 2009-2011

Manager

- Responsible for managing the daily operations of the restaurant, including the selection, development and performance management of employees. In addition, I oversaw the inventory and ordering of goods and was responsible for optimizing profits and ensuring the guest experience.

The Clubhouse Restaurant | Costa Mesa, CA | 2006-2009

Service Manager

- Oversaw the day to day operations of a multi-million-dollar full-service steak house. Responsible for recruiting, hiring, and training a service team of 40, while managing a staff of 125.
 - Effectively achieved a 4.5% reduction in FOH labor cost and increased staff retention by 33%, through cross training the FOH