



## **BRUCE HARTLEY**

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## **SUMMARY**

Project & Program Management leader with experience in enterprise change management, PMO operations, client relationships and running digital projects across industries including publishing, higher education, finance and entertainment.

### **OBJECTIVE**

To find a full-time position leading program management at a small or medium size company in the New York/New Jersey area.

### **SKILLS**

program management, project management, change management, system implementation & integration, client & account relations, operations, e-commerce, budgeting, WordPress, Jira, Confluence, Zoho Projects, training.

## **EXPERIENCE**

### **NOODLE PARTNERS** / PROGRAM MGMT CONSULTANT (2018) / NOODLE-PARTNERS.COM

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EdTech company developing and managing online post-graduate degree programs

The goal of my engagement was to introduce program and project management and align the teams on a single platform for managing their work efforts. My responsibilities included the following:

- Create a new project management organization (PMO) and oversee a growing team of project managers.
- Establish best practices for managing and executing projects.
- Define and develop a repeatable and scalable process for launching degree programs, from the first meeting to the first day of classes.
- Identifying operational tasks for managing on-going programs, and keeping them separate from program launch efforts.
- Research, select and implement a new company-wide project management platform.
- On-board and train more than 75 people across companies and disciplines.

**WELMAN DIGITAL** / PROJECT MGMT CONSULTANT (2016–2018) / WELMANDIGITAL.COM

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F+W Media: a global content and e-commerce company

F+W Media is a content and e-commerce company connecting passionate, like-minded groups of people to share an ongoing exchange of information, ideas, and inspiration.

My role was to lead the initiative to move a highly fragmented company of multiple business units onto centralized platforms (Adobe Experience Manager and Adobe Campaign). I worked with executive leadership, business and technical owners and third party vendors to educate and get buy-in from teams across the enterprise, facilitate the implementation and ensure a seamless migration of assets and processes.

**WIPRO DIGITAL** / DIRECTOR, PMO NEW YORK (2015–2016) / WIPRODIGITAL.COM

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Innovation-led digital transformation and strategic design agency.

Established and developed the project management organization for the new division of Wipro, a 180,000-person business consulting firm. Responsibilities included process management, software evaluation, hiring and managing 4 direct reports (PMs), and running large-scale digital projects and pitches for companies including Monsanto, Corning and Bayer.

**GENERATOR / SONY** / PROGRAM MANAGER & PRODUCER (2010–2015) / rgenerator.com

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Global digital engagement agency. Formerly Sony Music Direct-to-Consumer.

Ownership of client relationships, strategy and agency revenue for clients including Garth Brooks, Kelly Clarkson, FIFA World Cup, beIN Sports, Foo Fighters, RCA Records, Legacy Recordings and Sony Music Latin America. Responsible for a team of 4 direct reports and project teams of up to 18 people, and for establishing and maintaining program offerings and relationships, driving business with \$14 million in revenue in 2014. Played a key role in moving from in-house (Sony Music D2C) to stand-alone agency (Generator – owned by Sony DADC).

- Lead “lift & shift” project to evaluate and migrate approximately 5,000 of Sony’s digital properties from disparate global platforms on to a single secure platform.
- **CLIO Award** in Music Digital/Social for ChristmasCats.tv
- Interactive Media Council winner in **Retail** and **Fashion/Style** for ASAPMobShop.com
- **Webby Award Honoree** for FooFighters.com
- **OMMA Award** for PitbullMusic.com, **OMMA Award** for PinksPage.com
- **HOW Interactive Design Award** for FooFighters.com

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**AVON** / SOCIAL MEDIA BUSINESS ANALYST (2009-2010)

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Global personal care products company with 5 million representatives.

Completed vendor assessments and business requirements as part of a project to launch a global online community of Avon representatives. Specialized focus on analytics and mobile apps, including ownership of scope definition, vendor selection, documentation, and presentation of recommendations to business leads.

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**KAPLAN PMBR** / ONLINE MARKETING CONSULTANT (2009)

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Leading global education company owned by The Washington Post.

Created and implemented business specifications, information architecture, wireframes, and project plan for a complete website overhaul. Designed online marketing programs including Facebook, Twitter and an internal social networking/community site.

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**THE PRINCETON REVIEW** / AVP, ONLINE MARKETING & SALES (2002-2008)

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Leading global provider of products and services to the high school and post-secondary markets.

Ownership of princetonreview.com including user experience, e-commerce and program management of the site's core tool, Course Finder. Drove \$8 million in growth over 2 years. Bridged the test prep and lead generation sides of the business resulting in a 27% increase in revenue. Reached elusive audiences by building brand loyalty and community through channels ranging from Facebook to SecondLife to Ning to MSN.

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**MBM PRODUCTIONS** / FOUNDER (1997-2002)

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Music Behind the Marketing was a lifestyle marketing company offering direct-to-consumer promotions, research, editorial support, CRM and web design and development to the entertainment industry.

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**MERCURY RECORDS** / SR. DIRECTOR OF NEW MEDIA, MEDIA & ARTIST RELATIONS (1990-1997)

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Created and ran Mercury/PolyGram's first New Media department. Responsible for all related areas including web site development, artist marketing and overall corporate strategy. Highlights included the music industry's first interactive press kit (for The Orb) as well as its first online chat (with the band "X" on CompuServe).

## **EDUCATION & INTERESTS**

- BS in Communication Ithaca College
- Technology and Volunteer Advisory Committees for Cerebral Palsy of North Jersey
- Communications Director (Elder) and Deacon at Wyoming Church, Millburn, New Jersey