Catherine Silverman, PMP, CSM

1551 S. Rural Road MC 6012 • Tempe, AZ 85287 • 602.290.9977 • cesilverman@gmail.com

"I have always viewed my role as a sort of ambassador or bridge between groups to help provide a dialog." - Joichi Ito

QUALIFICATIONS:

- 15+ years in IT leadership -- supervising, training and evaluating up to 100 assigned staff
- Certified Six Sigma Greenbelt – quality assurance, process analysis, continuous improvement
- PMP-certified program manager – specializing in methodology, strategic planning, contract administration, risk assessment/management, change leadership, and crisis communication
- CSM Certified ScrumMaster, Agile development methodology
- 15+ years planning, staffing and leading technology and digital media projects from $10K to $140M
- Expert consultant – organizational best practice, policy, process, analytics and business intelligence
- Team leader/facilitator/educator, effective at working with highly skilled and diverse staff
- Collaborated across enterprise in team environment, building strong internal/external relationships
- Hands-on experience with computer programs/programming languages: JAVA, HTML, XML, ASP
- Solid database and information systems skills - Oracle, Hyperion, SQL, SharePoint/Project Server

SYSTEMS ANALYST, SENIOR – Arizona State University – 1/04 to present

- Senior analyst/senior project manager – Business Applications & Planning
- Manage design/development of web-based interactive solutions for one of largest U.S. universities.
- Six Sigma lead for business services – improved processes, reduced errors from 90% to <10%.
- Work with Hyperion 11, PeopleSoft 8/9, MS Access 2010 for data mining and business intelligence.
- Applied business/financial analytics to save $100K on enterprise supply chain tracking system.
- Consulted on redesign of vendor management system to improve procurement cost efficiency.
- Designed and led development of web services applications including **myASU Travel** and **Hiring (HPR)** completed successfully in >6 months with limited resources.
- Developed requirements, prepared RFP, and assisted in selection/purchase of $300K application development tool, web application portal and content management technologies.
- Key role in implementing Vignette Application Builder, Application Portal and Content Management and applying those technologies in innovative ways to fulfill BTS and ASU objectives.
- Liaison to 100,000 ASU students, faculty/staff and alumni; determine needs, facilitate projects in support of university programs, and conduct dynamic training and feedback opportunities.

FACULTY ASSOCIATE – Walter Cronkite School of Journalism – Fall 2009

- JMC 425 Social Media
- Best practice and management of multiple platforms including Facebook, LinkedIn, Twitter
- Social engagement, viral marketing, brand management, customer relationship management.

SENIOR PROJECT MANAGER – Qwest Communications – 4/01 to 10/03

- Member of senior project management team for $140M computer/data network project.
- Part of Six Sigma quality team, improved program performance and reduced process errors by 56%.
- Personally responsible for 200+ projects in less than two years involving design and installation of gigabit fiber optic computer networks at schools across the state of Arizona.
- Supervised highly skilled and diverse team of 100+ project managers, network engineers, consultants and fiber technicians; managed hours, policies, procedures, and costs to budget.
- Developed and analyzed budgets and helped save project by converting from cost-plus to fixed price.
- Identified critical trends and created turn-around plan, bringing project in on time and on budget.

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WEB PRODUCT MANAGER, CONTENT MANAGER – Hard Dollar Corp. – 3/00 to 2/01
- Managed $10M+ development of HardDollar.com including 6 custom Java applications and dynamic web content management using Documentum and Oracle on Sun Unix servers.
- Supervised staff of 80+ Java developers, web data analysts, Unix administrators, and Oracle DBAs.
- Defined requirements and designed unified data model, integrating 50+ disparate business systems.
- Expert consultant in data mining, application usability and end-user training design.
- Worked directly with Documentum consultants for 9 months, developing custom Java/XML solution.
- Verified all deliverables from subcontractors and worked with QA to design and implement test plans.

ADJUNCT FACULTY, COURSE DESIGNER – Art Institute of Phoenix, AZ – 8/96 to 5/00
- Supervised professional quality portfolio projects in multimedia design, web design and digital video.
- Certified online instructor, helped design and integrate market-driven curriculum.
- Designed, taught hands-on digital video/animation, Photoshop, Flash, AfterEffects, and Premiere.

OWNER/MANAGER – SilverMedia – 1/90 to 1/04
- Managed web/digital media projects; clients include The Gap, Levi Strauss, and Miller Brewing.
- Prepared budgets, hired/supervised technical and creative staff; managed customer contracts.
- Expert in MS Project, PowerPoint, Word, Excel and Visio. Also JavaScript, XML, CGI, HTML, Homesite, Dreamweaver, GoLive, Flash, Shockwave, Fireworks, Photoshop.

EXECUTIVE PRODUCER/PRODUCER – Network TV Affiliates – 12/80-3/90
- Managed staff of 80-100 to produce all daily news content, including video, graphics and animation.
- Helped design/develop content management system for scripts, video clips and graphics.
- Defined functional requirements, verified database, tested interface and trained internal staff.
- Stations included KTVK Phoenix, WEWS Cleveland, and WLWT Cincinnati.

TECHNOLOGY TRAINING:
- Oracle Enterprise Data Warehouse, PeopleSoft 9.0, Hyperion 11, PL/SQL, JSP, ASP, CGI
- CSM Certified ScrumMaster – Scrum Alliance – Feb 2011
- Six Sigma Black Belt (in progress), Green Belt – May 2003
- PMP Project Management Professional, Project Management Institute – July 2002
- PMP Boot Camp, RMC Project Management, Inc. – June 2002
- XML Introduction and Using XML – LearnIT!, Phoenix, AZ – Dec 2001
- Documentum Web Developers Kit, JSP development, and XML basics – September 2000
- Documentum Technical Fundamentals - May 2000
- PowerPoint, Word, Excel, VSS, and Visio, StarTeam, PVCS – PC, Mac, and Unix platforms
- Certified Online Instructor, Socrates Distance Learning Center

EDUCATION:
Arizona State University, Tempe, AZ
- WP Carey School of Business - MSIM Master of Science, Information Management (May 2013)
- Ira Fulton School of Engineering – Java programming, database design

University of Phoenix, Phoenix, AZ
- Contract Administration and Risk Management
- Managing Cross-Functional Projects
- Project Management Best Practices

North Dakota State University, Fargo, ND
- BS, Arts, Humanities and Social Sciences – Double Major: Communications/Journalism, English
- Additional studies: Science, Computer Programming (Fortran, Basic) – Minor: Political Science