

# Aric H. Ganth

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CONSULTANT    AGILE & DIGITAL Product Manager    Business Analyst/ScrumMaster/Product Owner

Accomplished Agile facilitator, business analyst/product owner/ScrumMaster, and internal & external client-facing digital project manager with 10 years' experience launching web development projects and as leadership for Agile and Scrum delivery methods.

Implements/maintains software platforms/tools using tech and design acumen. Leads Agile delivery teams with app/web/digital development & marketing instincts to launch, migrate, scale Scrum/operational processes, and optimize Sprint Goal Completion.

- √ AGILE Digital Product Manager; Business Analyst
- √ SCRUM Product Owner, SCRUMMaster, AGILE Coach
- √ Facilitator, Cultural Bridge & Digital Communicator
- √ Creative Direction; DCM/WCMS; CMS Lead.
- √ Client Delivery Management; App/ Website Delivery
- √ Brand Strategy, Analysis; Digital Marketing

## SKILLS

**EXPERT:** Digital, Responsive Web Design, AGILE Web & SaaS Development, Facilitation, C-level Executive Support, Minimum Viable Products, SCRUM

**ADVANCED:** Communications Strategy, IT Vendor Management, Digital Platforms & Tools, Apps, JIRA, SCRUM Product Ownership, Design Thinking

## EDUCATION

[University of Toronto](#), Bachelor of Arts, Psychology.

[Masarykova univerzita](#) (Brno): PL, AU, CZ, SK, HU

## CERTIFICATIONS

[Scrum Alliance](#)<sup>®</sup>,

A-CSPO<sup>®</sup>, CSM<sup>®</sup>

(PMI-ACP<sup>®</sup>, SAFe<sup>®</sup> expected in 2020)

OCT 2014 – DEC 2019

## PROFESSIONAL EXPERIENCE

**Consultant, Web Experience & Product, Salesforce** (REMOTE)

JUL 2020 – CURRENT

**CMS Product Management Consultant, L'Oreal Paris** (NYC & REMOTE)

FEB 2020 – JUN 2020

- Prioritization and work-stream management – Leveraged workflow management systems (JIRA) to review/lead implementation requirements, own delivery train, optimize operational processes & communicate w/ stakeholders of global beauty/makeup brand (**L'Oréal**).
- Led team members (designers, developers, producers, directors & onshore/offshore parties) to plan and implement software updates.
- Worked with the director of product and the wider product org to define a roadmap and prioritize based on member impact and business need.
- Collaborated with key business and operational stakeholders to review both software and website updates and their implementation.
- Managed website updates in tools/platforms; Facilitated content compliance and web maintenance readiness.

**VP of Product, Lifted Media LLC** (locations below)

JAN 2012 – JAN 2020

- Coordinated with teams to take projects from concept through final implementation; Aided in the management of the product roadmap.
- Documented the functional and technical requirements of new products; Oversaw aspects of projects.
- Closely collaborated with stakeholders across: IT, Business, Sales; as well as clients; Creative, Technical, Marketing & other teams.
- Cultivated a deep understanding of members throughout their lifecycle, and advocated for solutions based on their needs and pain points.
- Generated detailed documentation, communicated these requirements to the appropriate teams and ensured timely cross-functional execution.

**Product Manager, Pinksta** (REMOTE)

JUL 2017 – JAN 2018

- Captured and prioritized backlog of business goals, features, and technology enhancements
- Partnered with the design team to develop a cohesive user experience across all member touchpoints
- Championed product vision and executed product objectives; Facilitated Discovery, Development and a clear Product Owner relationship.
- Executed SCRUM ceremonies such as Sprint Planning, Sprint Retro, daily SCRUM, Sprint Review, PO/PM Sync, Backlog grooming sessions.
- Drove meetings with probing skills to achieve objectives and gain clarity, keeping team members aligned and aware.

**Product Manager, JackParrot.com** (Toronto, Ontario & East Brunswick, NJ)

JUN 2016 – JUN 2017

- Facilitated website launches & re-launches and led Digital Content Management; Engaged C-level & stakeholders for review and approval.
- Facilitated a common understanding of team activities by written (digital tools), face-to-face & video conferencing communications.
- Managed, groomed & prioritized Backlog artifacts continuously, working with engineering and product stakeholders,
- Gathered and elicited requirements of AEM/Drupal/WordPress/Magento (CMS & eCommerce) Customer-facing Prototypes/Agile Web Products
- Acted as a representative of eCommerce Services, across all stakeholders.

**Digital Product Manager, The Durst Organization** (NYC & NJ)

MAY 2015 – OCT 2015

- Facilitated implementation of all site launches and coordinated development team using: PivotalTracker, HipChat, Google Hangouts, GitHub.
- Participated in Agile and Scrum rituals such as daily standups, grooming, planning and retrospectives
- Worked with a dedicated team of software engineers to scope, plan, and execute the short-term development queue; Co-led four developers.
- Refined Product Backlog; Wrote User Stories; Developed Digital Strategies for NY Water Taxi, McEnroe Organic Farm.
- Co-directed launch of five plus websites; Completed 20+ WCMS & web admin features in line with Product Vision & Priorities.

**CMS Product Manager, Distinctive Workforce Solutions** (Red Bank, NJ)

JUL – AUG & NOV 2014

- Worked with executive leadership to facilitate formulation of new business ideas and functionality.
- Facilitated design-thinking best practices to define requirements, prototype, and conduct usability testing.
- Developed deep relationships with stakeholders throughout business and ensured there is alignment with the wider strategy of the organization
- Led re-builds & re-brandings of online presence, customization/development/configuration of WCMS, training key personnel in CMS administration, collaborating w/ key stakeholders on business requirements & Facilitating AGILE+SCRUM web development environment.
- Advised C-level about Information Architecture, Creative Direction, Migrations, Brand Strategy, Digital Copywriting, Multi-Channel Marketing, Platform & Tool Development; Evaluated, customized & built **two new CMSs**; Prototyped Email Marketing. Prototyped **five MVPs** in total.