VALARIE M. EILERS-MASSE

Cedar Rapids, Iowa 52402 | (702)-219-9490
veilers211@gmail.com | www.linkedin.com/in/valarie-eilers

SUMMARY

A results-driven and accomplished senior service delivery manager with a demonstrated track record of achievement in Agile coaching and methodologies, process management, software design, Scrum, developmental strategy, project roadmaps, project management, workflow development, and continuous improvement. Identifies inefficient procedures, finds ways to streamline operations, and consistently strives to boost productivity while maintaining the passion of innovation, agility, and business growth. A resourceful producer who leverages extensive Agile knowledge to increase the organization's productivity and profits.

KEY ACCOMPLISHMENTS

- Delivered over $30,000,000 mobile application software design and development products on-time/on-budget by leading cross-functional agile teams and introducing product management best practices.
- Coached leaders and teams through the transformation and provided the necessary training and references to enable the ideal management and team structures.
- Provided reporting at the team and C-level on team performance against agile measurements.
- Created and conducted training courses for Scrum Masters and teams related to agile best practices, understanding and improving team dynamics and team performance.
- Mentored and trained Scrum Masters, teams, leaders, and other agile coaches.
- Championed cultural change and collaborated with other Coaches on plans and techniques for accelerating and advancing the organization's transformation.

PROFESSIONAL EXPERIENCE

CAESARS ENTERTAINMENT INC., Las Vegas, Nevada
Agile Coach, Agilist, Service Delivery Owner, 2017-2020

- Instilled continuous improvement culture within the various product teams and business functions.
- Drove AGILE program at all levels, promoted anyone and everyone to embracing #change agent mindset.
- Partnered with change management lead and Agile coaching community to develop appropriate on-boarding materials for teams new to speed to market and Agile methodologies.
- Coached cross-functional Scrum teams, guiding through transformation by facilitating customary and customized training sessions (user story workshops, Agile boosters).
- Led Agile activities to achieve successful transition to, and adoption of, Agile principles enterprise wide.
- Supported constituent partners by identifying challenging change management activities and processes, and effectively cultivating safe environment for learning and personal/team transformation.
- Developed collaborative and cooperative working relationships with multiple organizations including building awareness and generating desire for speed to market transformation, Agile, and continuous delivery processes.
- Led Agile focused teams development, and delivery of amazing Agile products while encouraging continuous improvement and knowledge sharing.
- Ensured learning and improvement regarding shared key learnings within teams as well as across different parts of organization.

SR. Scrum Master, Agilist, Digital Products, 2017-2018

- Collaborated with business, product managers, program/project managers, and engineering teams.
- Established overall strategy and processes for technology platforms for business/development teams.
- Engaged stakeholders to distill strategy into tangible requirements and product roadmaps for software/hardware.
- Performed research into industry trends, requirements, and approaches to help ensure product strategies.
- Supported and educated product team(s), especially with respect to priorities, grooming, and product backlog.
- Educated R&D teams about proper processes and approaches to take when developing solutions within Agile(CAM).
- Participated in development and implementation projects in role of Scrum master/business solutions support.
- Developed network of experts throughout organization, industry, and suppliers.

SCIENTIFIC GAMES LLC., Las Vegas, Nevada
SR. Scrum Master/Coach, Agilist, Mobile Applications (iOS & Android), 2016-2017

- Acted as single point of contact for research and development related to all mobile product development throughout multiple locations including Cedar Falls, Las Vegas, Austin, Chicago, Vancouver, Canada, and Tel Aviv, Israel.
- Managed pre-release and post-release development support and focus UX/customer experience.
- Worked closely with business intelligence to make decisions regarding areas of product usage and loyalty.
- Produced all shared tools, game libraries, shared art, and shared code for all of mobile/social interactive.
- Managed initial and ongoing development of detailed written games and technical specifications.
- Researched new product and new market opportunities, helping to foster continued growth and strategy.
- Reviewed all games with quality and consistency in mind and provided optimization/feedback.
- Mentored, inspired, evaluated, resolved conflicts, recognition, and maintained high energy.
- Created and maintained product/project schedules, milestones, benchmarks, and release expectations.
- Led regular planning sessions with team members; identified future enhanced features and optimizations.
- Developed strong working relationships with principal business stakeholders and acquired intimate knowledge of products, growth strategies, and competitive positioning.

CAESARS ENTERTAINMENT INC., Las Vegas, Nevada
SR. Scrum Master, Agilist, Mobile Applications & Product Development (iOS & Android), 2013-2016

- Served as single point of contact for all stakeholders for status related to all mobile product development.
- Managed and delivered all mobile design, development, and deployment activities across all properties.
- Planned and organized all mobile application development for both iOS and Android.
- Led development for all locations based/geo-fencing/pervasive Wi-Fi integration for iOS and Android.
- Partnered with vendors for mobile and social integration (Mass Relevance, Gigya, nGage Labs, Open Table).
- Delegated all development tasks and assigned specific roles/responsibilities among development team(s).
- Created workflow and detailed artifacts including, budget planning, and capacity planning.
- Led development for all high level and mid-level project plans for design and development activities.
- Tested for all mobile apps, managed, and created all test plans, test cases, and defect logs (JIRA).
- Identified and tracked project tasks, milestones, due dates, inter-dependencies, and resource requirements.
- Acted as Scrum master for daily stand up session with development teams.
- Removed barriers, resolved cross-product issues, and involved appropriate product resources (e.g. Technical Lead, SAs, programmers) in order to meet project deadline.

TFI CONSULTING LLC, Knoxville, Tennessee
SR. Scrum Master, Agilist, (HGTV & DIY Broadcasting), 2012-2013

- Led project management for HGTV and DIY mobile product development projects and all mobile API for Foodnetwork.com, Cooking Channel, Travel Channel, and Adobe CQ migration.
- Oversaw all project charters and processes for interdepartmental road-mapping and mobile/API projects.
- Experienced with broad, matrix-ed IT staff management, including management of consultants and vendors.
- Demonstrated knowledge of mobile landscape, including trends, platforms, app submission process etc.
- Facilitated prompt and appropriate resolution to project issues, dependencies, and risks.
- Partnered with product and business owners to estimate technical requirements.
- Acted as Scrum master for daily stand up session with development teams.
- Handled changes in business requirements and set priorities across multiple projects.
- Leveraged instrumental business and negotiation skills to work with clients and business analysts to determine features project team will deliver given constraints of staff, time, and quality.

CAESARS ENTERTAINMENT INC., Las Vegas, Nevada
Project Manager/ Scrum Master, Web Design & Development, 2006-2012

- Acted as lead project manager for internet-operations department/mobile application.
- Managed all web design and development projects, including timelines, budgets, and project plans.
- Led project management for all mobile site design and development projects, including, branding re-skins, mobile specs for all platforms, UI testing, timelines, budgets, and deployment plans.
- Tracked and reported 250+ projects.
- Facilitated prompt and appropriate resolution to project issues and risks.
- Managed all application creative for social media including Facebook, Twitter, Instagram, Pinterest, Eprize, Context Optional, Wildfire, Buddy Media, and site-side-online promotions.
- Monitored quality assurance for projects requiring tagging and tracking within Omniture/Dart.
- Administered, plan, and managed $15,000,000 budget.
- Oversaw proposal submission process for interdepartmental web projects.
- Evaluated projects, including content, assets, wire-framing, and mock-up-flow prior to design and development.
- Managed all internal and external online vendor communications and contracting.
- Hired and managed consultants for design and development projects.

EDUCATION

UNIVERSITY OF IOWA, Iowa City, Iowa
B.S., Graphic Communications, Minor Advertising/Fashion Merchandising, 2001

CERTIFICATIONS

Leading SAFe 4.6 with SAFe Agilist Training & Certification (SAFe®), 2019-2020

SCRUM study Agile Master Certified (SAMC™), 2019

Scrum Master Certified (SMC™), 2018

Scaled Scrum Master Certified (SSMC™), 2018

Expert Scrum Master Certified Training (ESMC™), 2018

Scrum Product Owner Certified (SPOC™) Training: Scrum Study/VMEDU, 2015

Certified Scrum Master Training/Cert: Agile Infusion LLC, 2012

PROFESSIONAL DEVELOPMENT

Clean Language/Learning Training, 2019

Six Sigma Training (Green/Black Belt): New Horizons, 2018

Salesforce (CRM) Training - Trailhead/Business Administration/Lightening/CRM, 2017

Leadership Program: "Leading in Times of Overwhelm", 2017

Women in Technology Leadership/Summit/Training: Management Relations, 2017

Project Management Professional, PMI- Project Management Institute, 2009

COMPUTER SKILLS

Microsoft Office Suite, Photoshop, HTML, See 6 endorsements for HTML6, jQuery, ActionScript, HTML 5, Jira