

Jeff Shariat

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Versatile Project / Product Manager with particular strength in task and process development, business analysis, documentation and general operations for large and small businesses.

Areas of Expertise

- Extensive experience managing large- and small-scale projects including budget and schedule ownership.
- Well-rounded understanding of, and experience with, balancing business needs with technical challenges.
- Clear focus on identifying effective and tailored solutions for business and technical challenges.

Work History

Insane Audio | Vice President of Customer Support

October 2020 – March 2021

Insane Audio is a technology start-up, acquired by a private equity firm, delivering the most powerful high end automotive electronics (head units) on the market.

- Manage day to day operations of on and off-shore customer service team of 10-12 including customer escalations, advanced technical troubleshooting and direct phone contact with customers for resolution of escalated issues.
- Evaluated, documented and implemented, through regular training, new processes to improve customer satisfaction and team efficiency.
- Developed knowledge base and training materials to empower team members to provide the best possible customer experience.

DIRECTV (now AT&T) | Lead Technical Product Manager

July 2014 – January 2020

The DIRECTV Technical Product Management group is tasked with assisting technical verticals within the engineering organization in managing requirements, schedules, product roadmaps and clearing roadblocks to development and testing.

- Manage individual product roadmaps for various engineering systems within the broadcast engineering organization.
- Coordinate with the EPMO, 3rd party development resources, and other internal and external groups to ensure a clear understanding of deliverables, expectations, delays, etc including providing executive status.
- Manage 2 direct reports including timecards, assignments, escalations etc.

Muve Music | Scrum Master/ Senior Project Manager / Technical Product Owner

December 2013 – June 2014

Muve Music, acquired by AT&T, was a tech start-up focused on building a music distribution and discovery platform for cellular phones.

- Establish / enforce agile best practices, including documentation + communication, in a previously productive, but undisciplined team.
- Coordinate with product owners and other project managers to establish and refine product requirements, feature roadmaps, etc.
- Coordinate technical requirements and integration with possible external partners, including Echo Nest and Gracenote.

DIRECTV | Project Manager

April 2012 – September 2013

The DIRECTV Engineering PMO is tasked with planning and executing all DIRECTV engineering related projects throughout the Software Engineering and Broadcast Systems Engineering groups.

- Plan schedule and budget for the development of a new profile management system (budget > \$20MM) aimed at unifying the DTV customer experience across all technology platforms, including mobile, set-top box and web.
- Using PMBOK guidelines, oversee full software development life cycle (SDLC) including project initiation, requirements analysis, use case development, solution design, development, monitoring & controlling, testing, and deployment.
- Design and advise on process and procedure improvements for project planning and execution, including development and administration of a new SharePoint 2010 implementation for companywide coordination of project, status, budget and scope.

Gaikai Inc | Producer (Project Manager, Product Owner and Account Manager)

August 2011 – March 2012

Gaikai Inc (www.gaikai.com) was a venture funded startup, since acquired by Sony Computer Entertainment Company, providing a cloud based gaming platform-as-a-service enabling the latest state-of-the-art video games on nearly any device.

- Using basic Scrum methodology, manage a team of 3-7 engineering resources including development of business, product and functional requirements, assignments, status updates, story creation, progress tracking, standups, backlogs prioritization, etc.
- Plan and execute Consumer Electronics Show (CES) logistics, messaging and communication, design, training, etc with internal and external business teams including acting as primary contact for consumers and media, available for answering questions and providing product walkthroughs and demonstrations.

Startup Army on-site at Ready Pac, Inc. | Project Manager and Process Analyst

February 2010 – August 2011

Ready Pac is a leading national food service company supplying a variety of large markets and restaurant chains across the country.

- Investigate and document end-to-end existing and future business processes, refining or defining new processes as necessary, to ensure streamlined Standard Operating Procedures (SOPs) across all locations nationally.
- Administer SharePoint 2010 corporate intranet including ground up redesign and new implementation designed to optimize business processes and internal communication.

Startup Army | Lead Consultant – Project Management and Operations, Founder

January 2009 – August 2011

Startup Army (www.StartupArmy.com) was a Venice, CA based consulting group focused on assisting clients in developing new, and enhancing existing, on-line products quickly and efficiently.

- Manage day-to-day operations of the company including business development and client management, project planning, enforcement of best practices, internal and client communication, etc.
- Manage creation of business and technical specifications / documentation including business cases, use cases, estimates, specifications, flow charts, and related support documentation and diagrams.

Mota Motors, Inc. | Project Management and Operations Consultant

May 2008 - January 2009

Mota Motors, now known as SureSale, is a venture funded web-based startup focused on redefining the peer-to-peer used car market by providing pricing tools and vehicle inspections as well as a service to syndicate listings to the major used car sites.

Project Management

- Establish a framework for project management of a team of 8-10 resources to support company growth and efficiency including project plans, status updates, use-cases, risk assessments, etc.
- Develop, implement, and enforce documentation and communication standards including Microsoft SharePoint 2007 infrastructure for managing documentation, requirements, tasks, change requests, progress, etc.

Business and Technical Operations

- Manage day-to-day business operations including monitoring the system workflow funnel, identifying recurring issues, creating bug fix requirements, daily and weekly reports on progress, etc in a .NET environment.

Toyota Motor Sales (TMS) | Project Manager, Product Owner, Business Analyst, Account Manager February 2005 - April 2008

Toyota's Advanced Technology Department, now the Connected Vehicle Team, is tasked with defining and launching the next generations of Toyota's automotive telematics platforms; now known as Entune and Enform.

Project and Product Management

- Act as Business Analyst and Subject Matter Expert for TMS-Advanced Technology Department (ATD) engagement with TMS-IS in development of data capture + transfer systems including the definition of business and systems processes.
- Create, review and approve use-case scenarios for development of system features and functionality including extensive QA / UAT.
- Understand, interpret, develop and document processes, business rules and communications related to implementation of XM Satellite Radio's (XMSR) Factory Activation Process to manage transactions of over \$20,000,000 annually.

Business and Technical Operations

- Research telematics and related industries and technologies, develop analysis and position papers for TMS executives.
- Build consensus with, and act as Subject Matter Expert for, operational, business, + marketing TMS-XM relationship stakeholders.

Education

Boston University

1999 – 2003

- Bachelor's Degree in Psychology; Minor Concentrations in Statistics and Business Administration and Management

Udacity

2019

- Data Analyst Nanodegree (Use Python, SQL, and Tableau to uncover insights, communicate critical findings, and create data-driven solutions)

Certifications

- Project Management Professional (PMP) 2016
- Certified Scrum Master (CSM) 2017
- Certified SAFe Release Train Engineer (Scaled Agile RTE) 2018

SKILLS

- Particular skill in understanding business problems, efficiently documenting requirements and solutions, and effectively communicating complicated issues across project stakeholders of all levels.
- Extensive experience interpreting + communicating complicated technologies + technical requirements to non-technical personnel.
- Excellent problem-solving skills with particular focus on communication, documentation, and consensus building.
- Extensive experience quickly adapting to new environments and ramping up on new technologies and industries.
- Knowledge of the dynamics of interpersonal relations in a group setting including conflict resolution, motivation + communication.
- Experience w/ web technologies including but not limited to programming languages, development platforms, web hosting, SQL, Javascript, AJAX, jQuery, PHP, cloud computing, and Wordpress.

EXTENSIVE DETAILS AND RECOMMENDATIONS AVAILABLE @

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