

# Ray Rettino

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## Technical Program Manager

**Project, Portfolio and Program Management (PMP) • Agile Leadership– Certified Scrum Master (CSM)  
Software Engineering Leadership • Project Strategy • Product Roadmaps • Content Management  
Digital Asset Management • Video Delivery • Consumer-facing websites • Start-Up Advisor**

Accomplished technology leader with demonstrated management experience in planning, executing, controlling, and motivating global technology teams. Track record of success in planning and implementing enterprise applications for iconic S&P 500 companies – Ralph Lauren, Time Warner and JP Morgan. Specializing in large-scale content management systems, digital asset management, inventory management, securities trading systems and manufacturing systems on desktop, web, tablet, and mobile platforms. Well versed in leading enterprise-wide projects executed by global teams in several industries including online media, retail, investment banking, and publishing.

### CORE COMPETENCIES

Project Planning & Execution • RFP development • Vendor management • Risk Management and QA  
Technology Procurement and Contracts • Internet/Web Applications • Group Facilitation and Ideation  
Agile Project Management (Jira, TFS) • Budget management and control (>\$5MM) • Continuous Improvement  
Technology Planning & Direction • Change Management and Governance • Team Building, Mentorship & Leadership

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### PROFESSIONAL EXPERIENCE

RIVERBIRCH TECH, LLC, South Orange, NJ

Nov 2016 - Present

#### **President and Senior Consultant**

- Columbia University Law School website – Program management consulting, content management roadmap creation and project planning.
- LifePosts.com - Senior Technical Advisor for nascent start-up providing technical architecture, program management, procurement contract overview, QA and cloud implementation consulting.

RALPH LAUREN, New York, NY

Nov 2015–Nov 2016

#### **Senior Director–Digital Content Services**

- Program managed digital and physical asset management systems; coordinating 3 consulting firms with 11 engineers spanning New York, Boston, and Bangalore. Partnered with subject matter experts in building an RFID-based asset tracking system for Ralph Lauren’s designers using Agile Kanban boards in Jira. Coached other consulting project managers, directed the teams as their scrum master, tracked progress and mitigated risks.
- Program managed a global re-launch of Ralph Lauren’s internal communications website and mobile application. Partnered with 11 agile engineers in 2 consulting companies and a worldwide launch with 20,000+ employees. Planned and controlled projects with budgets of over \$5MM annually. Led and coached project managers, advised the project managers, coached the consulting scrum master, and conducted worldwide web performance QA of the site.

TIME INC. / TIME WARNER, New York, NY

#### **Senior Director–Content Technology and APIs (2011–2015)**

- Managed a total of 4 agile technology teams—Digital Asset Management, Content Management, Website Taxonomy, and Web Search with 11 engineers. My team stood out as an example of modern agile product development and is still showcased in the TimeInc.com careers section (see <http://www.timeinc.com/careers/work-stories/amazing/onebot-developers>).
- Program and Product Managed a proprietary editorial social listening platform that consolidates content from 24 internal sites, auto-tags content, and tracks trends on social media (Facebook, Twitter, Pinterest, Google+, LinkedIn and StumbleUpon). This tool also compares Time Inc. sites to 30+ competitors and graphs social trends by time, topic, and social media platform.
- In collaboration with Ad Sales groups, created and program managed the delivery of new custom content marketing products that produced over \$3M in advertising revenue.

- Developed millennial-targeted media products by project managing and leading Time Inc.'s first public 24-hour Hackathon. Led engineering mentors to inspire University students and professional engineers. #TimeIncHack2014.
- Pioneered Amazon Web Services (AWS) cloud computing by planning and launching Time Inc.'s first production system in the cloud.
- Managed and oversaw 3 technology departmental budgets amounting to over \$5M annually.
- Selected by senior management to lead technology due diligence on 2 digital publishing startup companies valued at over \$200M. Provided technology evaluation of PMO processes, product roadmaps, website infrastructure, SEO strategy, video production facilities, customer retention policies, web analytics, user generated content and system scalability, reliability and maintainability.
- Project managed and led the first internal Time Inc. Global Agile Hack Day. The Hack Day had 121 participants creating innovative products during a follow-the-sun Hack Day in 8 locations on 3 continents and 5 time zones.
- Executive sponsor and mentor for 5 computer science students at Harvey Mudd College in Claremont, CA in developing the Digital Image Metadata and Tagging platform over the course of an academic year. The students developed image recognition, natural language processing and machine learning platform to improve findability of celebrity and sports photography.

#### **Director—Search, Taxonomy, and Digital Asset Management (2010–2011)**

- Managed 8 software engineers, including an offshore team in India, to establish site search powered by Oracle's Endeca Search for 13 Time Inc. websites including time.com, people.com, myrecipes.com, ew.com, and realsimple.com.
- Provided technology leadership and facilitated Time Warner Media Asset Management (MAM) meetings as Time Inc.'s lead representative with HBO, Turner, CNN, Warner Brothers, TruTV, and DC Comics. Time Warner MAM is a knowledge-sharing committee that meets quarterly to compare notes on Media Asset Management strategies, platforms, vendors, and conferences for video, photo and text asset management, and metadata.

#### **Associate Director—Digital Asset Management (2006–2009)**

- Managed 5 software engineers in creating multiple repositories for publishing assets as part of a >\$5M per year content syndication revenue stream.
- Supervised multi-year joint venture between Time Inc. and Google to digitize more than 8M photos in the Life photo collection for Google Image search.

#### **Previous Positions Held:**

TIME WARNER/TIME INC., New York, NY

**Senior Manager Business Process Integration** – Print manufacturing system rollout to over 15 magazine divisions located across New York, Alabama, Colorado, California, Florida, and London.

**Project Manager**—Paper inventory purchasing recommendation analytics technology.

JP MORGAN, New York, NY

**Project Manager**—Fixed Income Securities, Profit/Loss and Money Market Trading Systems.

### **EDUCATION, TRAINING & PROFESSIONAL DEVELOPMENT**

STERN SCHOOL OF BUSINESS, NEW YORK UNIVERSITY, New York, NY

**MBA, Major in Finance with minor in Management Technology. Stern Scholar. Beta Gamma Sigma Honor Society.**

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA  
**Bachelor of Science - Decision Sciences (Computer Science + Data Science)**

PROJECT MANAGEMENT INSTITUTE; **Project Management Professional (PMP)**, License #2241566E1

SCRUM ALLIANCE; **Certified Scrum Master (CSM)**, License #449437