

# shari scigliano

project manager consultant, sls consulting corporation - 515.779.4549 - shari@shariscigliano.com

## bio

Shari has over 15 years of experience in leading diverse teams of creative, technical, business and management resources in projects of all size, scope, and budget. She is able to creatively resolve problems and balance flexibility with a strong understanding of project management best practices; work seamlessly with stakeholders at all levels of the organization, and adeptly manage scope to achieve effective results. She is skilled at designing programs and solutions in-line with the client's priorities and comprehensive goals to direct complex projects from concept to fully operational status. She is a goal-oriented individual with strong leadership capabilities that is recognized by colleagues as being able to quickly identify and clearly articulate the project deliverables as well as the surrounding business risks and issues.

## experience

### Mobile Experience Project Manager

#### **Meredith Corporation – Des Moines, Iowa, Jan 2011 – present**

Responsible for all aspects of mobile application development. Works directly with brand sponsors, copywriters, designers, programmers, and editors to develop mobile applications for iOS and Android platforms for Meredith's publishing brands. Prepare and deliver project schedule for the entire development effort, manage internal resources and vendors, and perform problem resolution. Develop test plans and manage application testing, deployment and support. Responsible for reporting success of app promotion, monitoring sales and store activity, and planning for future app updates.

### Senior Project Manager

#### **iMed Studios/Publicis Healthcare International - Ames, Iowa, May 2010 – Jan 2011**

Responsible for all aspects of interactive development by working directly with brand managers, copywriters, voice talents, designers, animators, programmers, and editors to develop digital mobile sales aids for the world's leading pharmaceutical clients, advertising agencies, and publishers. Prepared and delivered an integrated budget and schedule for the entire development effort to ensure that project objectives were met, resources managed, and projects delivered on time, within scope, and on budget. Identified resource needs and worked with respective heads of management to staff projects appropriately. Assisted account management team to set and manage client expectations and to build strong client relationships as the chief client contact for all project-level communications. Extensive knowledge in pharmaceutical company sign-off procedures and required FDA submissions.

### Program Manager

#### **American Enterprise - Des Moines, Iowa, 2007 – 2010**

Responsible for program management of two conversions of Major Medical and Medicare Supplement Health business, including business planning, scheduling, budgeting, product development, issue, risk and change management, communication, building and maintaining business relationship. Responsible for the program management of the company's Enterprise compensation system, including the contract negotiation and development, project planning and vendor management. Led development of standard Project Management processes, templates and tools including the formation of a Project Management Office and integration to corporate SDLC. Provided leadership for project managers assigned to the program by providing coaching, mentoring, reviewing project status and issues, and balancing of workloads.

### Senior Project Manager

#### **Principal Financial Group – Des Moines, Iowa, 2006 – 2007**

Managed and led company-wide conversion of life insurance products, including submitting product for regulation, product development and communication to agents and policyholders. Responsible for ensuring success of projects through planning, organizing, directing, controlling, and leading the project. Managed inter-project dependencies and drove issues and risks to resolution through communication with Project team, sponsors and stakeholders. Partnered with the project sponsors in the development of business case justification, ensured quality requirements were defined for the

Statement of Work and developed a detailed project plan. Oversaw software package analysis and managed vendor relationships throughout the RFP process, Proof of Concept and implementation.

**Project Manager/Senior  
Interactive Marketing  
Designer**

**ARAG International - Des Moines, Iowa, 2002 –2006**

Responsible for the design, development and project management for the corporate website, intranet and direct to consumer product website. Led development of standard Project Management processes, templates and tools including the formation of a Project Management Office. Developed and monitored project resources, risk and communication. Conducted software package analysis and managed vendor relationships. Defined and documented business requirements for new processes and applications and modifications to existing systems. Developed test plans and managed application testing, deployment and support. Provided production support for break/fixes on existing system applications.

**Web Communications  
Design Specialist**

**Allied/Nationwide Insurance – Des Moines, Iowa, 2001 –2002**

Utilized creative and strategic direction to plan, design and manage company web sites and interactive communication initiatives. Consulted with business units to identify, evaluate and implement multi-media opportunities and initiatives. Developed and managed project resources to implement quality and consistency in corporate content and graphic standards. Created and implemented interactive marketing communications including web design, presentations and special projects. Developed and managed department websites for use in communication and process improvement.

**Project Manager &  
Interactive Media Producer**

**Applied Art & Technology – Urbandale, Iowa, 1999 – 2001**

Responsible for the project management, content development, art direction and development of multi-million dollar, e-commerce web site for Maytag Corporation. Defined and documented business requirements for multi-media projects including CD-ROM applications, kiosks, web sites and special projects. Created and implemented interactive marketing communications including web graphics, presentations and special projects. Developed and drafted business proposals and budgets for custom multi-media applications and opportunities. Managed the art direction, interface design and development of multi-media projects including application testing, deployment and support.

**Project Manager, Producer  
& Scientific Illustrator**

**Engineering Animation, Inc. - Ames, Iowa, 1995 – 1999**

Responsible for project management and design production for over 20 multi-media applications, videos, educational and consumer game titles for interactive educational and consumer game titles for clients such as McGraw-Hill, Hasbro and Mattel. Managed multiple projects at once to deliver specified requirements, project plans and schedules, provide art direction, perform problem resolution and promote customer relationships. Developed test plans and managed application testing, deployment and support. Provided production design and animations for CD-ROM applications, videos, games, web sites and special projects. Supervised 5-10 employees, providing mentorship, training, performance reviews and fostering career development.

**Iowa State University  
Iowa State University**

**education**

B.A., Biological Pre-Medical Illustration, , May 1995

B.A., Art & Design, Iowa State University, May 1995

**PMI  
LOMA**

**certifications**

PMP Certification, June 2005

FLMI, November 2009

**skills & attributes**

Project Planning & Development, Program/Project Management, Vendor Management, Scope Definition & Management, Strategic Planning & Development, Process Improvement, Resource Management, Project Risk Management, Application Test Management, Application Implementation & Deployment, Mobile Application development, New Media/Interactive Design & Development, Search Engine Optimization, Web Usability, Scientific/Medical Illustration, Graphic Design, Web

Design.

## key clients & brands

### Meredith Corporation

Fitness Magazine, Better Homes & Gardens Magazine, Parents Magazine, Recipe.com, American Baby Magazine, More Magazine, Baby Names iPhone app, Celebrate the Holidays with BHG iPad app, Parents Flash Cards iPhone & Android app, Ultimate Cupcakes iPad app, Teen Driving Log iPhone app. Elaprase, VPRIV (digital sales aid tablets)

### Shire

### GlaxoSmithKline

Arixtra, Boniva, Promacta, Votrient (digital sales aid tablets)

### Applied Art & Technology

Maytag, Iowa Hall of Pride, MTA

### Mattel

Barbie Magic Hairstyler CD-ROM game

### Hasbro

Clue Chronicles CD-ROM game

### McGraw Hill

Biology, Psychology, Mathematics educational CD-ROMs

### Insurance

Principle Financial Group, Nationwide Insurance, ARAG International, American Enterprise, American Family Insurance.

## training

2009

Business Analyst Boot Camp

2009

Project 2007 Level 1 and 2 (New Horizons)

2009

Microsoft SharePoint Level 1 and 2 (New Horizons)

2008

Leaders at Every Level (American Enterprise)

2006

7 Habits of Highly Effective People (Steven Covey – ARAG)

2006

Project Risk Management (IIL)

2006

Accountability for Results (Principal Financial Group)

2006

Project Estimating & Scheduling (IIL)

2006

RUP Training (PFG)

2005

Disney Institute for Excellence in Customer Service (Disney Institute)

2004

ARAG I-Lead Course (Drake University), 2004

2004

Strategic Alliances (California Institute of Technology)

## memberships & community involvement

Alpha Chi Omega, Delta Nu Chapter—Vice President Chapter Relations 1994-1995

Volunteer Art Teacher—St. Anthony School, Des Moines, IA

Project Management Institute (PMI), Member

Guild of Natural Science Illustrators (GNSI), Member