Marcus Rones

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EXPERTISE

- Project and Program Management.
- Planning: Agile, SDLC, Waterfall, including MS Project, SmartSheet, JIRA, Azure, and others.
- Collaborating at all levels from C-level to interns.
- RACI Matrix and RAID Logs
- SharePoint, Confluence, JIRA and MS Teams
- Requirements, User Story Creation, User Journeys
- Burn down and Resource Utilization
- Budget Management

- Leadership, team building, emotional intelligence, mentoring, and driving toward results.
- Release Management, Change Management, Stakeholder Management, Risk Management, Quality Management, Budget Management,
- Communications Management including Status Reporting, Weekly Status Reports, Team Standups
- Ecommerce: Magento, OS Commerce, Shopify, Amazon, Ebay.

Started out with being the Founder/Owner of a web development/ecommerce business, followed by supervising many projects for the omichannel marketing departments in major pharmaceutical companies. Specializing in Website Development, Email Marketing, Managing data andf Platform Implementations.

Work History

03/2023 – 08/2023

Senior Project Manager

Otsuka Pharmaceuticals, Princeton, NJ

- Artificial Intelligence Application "Decision Engine", Oversaw IT development of that provided suggestions for pharmaceutical sales reps on how to contact health care providers (HCP's)
- Suggestions included: Rep Triggered Email, links to website, face to face or to make a phone call to the HCP.
- AI application was built on MDM, Snowflake, with output to Veeva Platform
- The application went live a month ahead of schedule for a soft launch for a

selected sales representatives.

- Orchestrated the planning of a data transition of payer information switch from P4V to MMIT
- This data transformation had downstream connections to Snowflake, Power BI, Data Cubes, Orion, and Websites, saving the company 1.2 million dollars per year.

01/2023 – 03/2023   ### Senior Project Manager

Genmab Pharmaceuticals, Princeton, NJ

- Worked with the business, Genmab's Omnichannel team, and application developers, to create an intranet site for field reps to access single sign-on applications
- Assured proper connectivity to applications and some interactivity between them
- Helped make decisions of tradeoffs of product features to ensure timely rollout of feature
- Technologies involved are Salesforce Marketing Cloud, Customer Data Lake, One Trust, MDM and Trinity
- Warehouse.

04/2022 – 09/2022   ### Senior Project Manager

Regeneron Pharmaceuticals WFH

- Oversaw the implementation of Regeneron's first SalesForce marketing cloud (Hosted on AWS)
- Managed connections to the Customer Data Lake (CDL), Datorama, Tableau, Google Analytics, Interactive Studio and Journey Builder
- Monitored the transition from pilot to active program and set up the transition for Operations.

08/2021 – 04/2022   ### Senior Project Manager

Carter McKenzie, CMK - Novartis

- Oversaw the integration of a new Copay Card vendor transition, which is a co-pay and reimbursement capability, patient portal, and HCP portal
- The new system developed by Connective Rx provides Co-Pay and reimbursement capabilities, a patient portal and a health care provider portal
- Managing 3 different vendors and combining all their timelines into one Smart-sheet for tracking milestones and action items
- Managed design, implementation, and transactions through to a BAU state
- Managed timelines, resources, risks and issues, communications, quality, costs, forecasts, meetings and reports associated with the project
- Project was successfully completed on schedule

03/2021 – 08/2021	**Senior Project Manager**
	Carter McKenzie, CMK - GSK

- Oversaw the implementation of Salesforce Marketing Cloud
- (Hosted on AWS) and Web Content Management
- Systems for non-US countries
- O Lead the definition and delivery of governance documentation for change management for their health care provider and patient website portals for: Canada, France, Germany, China, Japan, Ireland, and others
- O Assessed operations systems for efficiency and functionality, providing guidance on enhancements needed to meet operational goals
- Coached project team members as needed, leveraging their skills and passion for excellence and created weekly status reports for each team working on the project including the developers, analytics, UX and others
- Oversaw the data architecture, hands on work for the look and feel for dashboards on PowerBI (An application they called the Domo Platform) hosted on azure cloud
- O Helped create the dashboards visualizations for data reporting
- O Created wireframes for making all the Domo changes have the same look and feel as other developed dashboard and oversaw the integration of new data sources for the visualization for data coming from not only multiple and combined data sources.

10/2019 – 02/2021	**Operations Manager**
	Church and Dwight, WFH, Ewing, NJ

- (for all E-Commerce Magento web sites)
- Operations Lead for E-Commerce DTC and B2B portals
- Waterpik, Toppic, Viviscal and others
- Managed upgrades to the Magento Platform (Hosted on Microsoft Azure cloud servers) and assured data were flowing properly to Salesforce and SAP
- Enhanced the Service Now ticketing system by incorporating the process using Microsoft Azure DevOps
- Agile/Kanban reports
- Took control in a moment of crisis reduce Service Now tickets from 160 to 3
- In doing this, rebuilt a broken system to full capability in under 4 months
- Introduced an Agile user story format to manage the request and timing between Brand expectations and
- Development Capabilities, helping realize the company's use case for Agile procedures
- Utilized SAP Reports to determine reconciliation discrepancies for both financial and inventory reports from the fulfillment vendor.

04/2019 – 10/2019	**IT Business Partner**

Bausch Health Pharmaceuticals, Bridgewater, NJ

- Developed web sites that reach out to healthcare professionals to provide medical information about over-the- counter medications
- Used Responsive Design to assure multiple output media accommodation, visually impaired access, and good web design practices across all browsers
- Trained the project team in Agile/Scrum project execution.

10/2017 – 12/2018   **Digital Portfolio Manager**

Bristol-Myers Squibb, Lawrenceville, NJ

- Delivery of digital capabilities with a focus on websites and mobile enabled applications and managed the development of a platform for 3rd party digital agencies to be able to self-manage single page templates to host for health care Speaker Congresses utilizing Adobe Experience Manager
- The Adobe platform also connected with Veeva to store assets that were uploaded for the medical congress pages
- Project also included an intranet build that displayed assets by selected congress, therapeutic area and other criteria
- Development of capacity enhancements for websites for patient and health care professionals, registration, affordability (CoPay) platform, monitoring security audit process for data processors FICO, Epsilon and McKesson
- Proactively monitored business objectives, progress tracking, compliance, scope, issues, risks and stakeholder satisfaction throughout the development lifecycle
- This project was managed in Agile Scrum utilizing JIRA & Confluence
- Managed the requirements traceability matrix for the GxP regulations that were identified by the validation team
- Ensured that there was documentation that could reproduce all the programming and work that was done to complete the implementation and tracked who was responsible for each contribution.

04/2015 – 10/2017   **Delivery Manager**

PFIZER, INC, Peapack, NJ

- Oversaw the migration and update of 32 of the North America HCP web sites
- Each site is geared to assist health care providers in understanding the label, warnings and administering of a prescription drug, plus how to report adverse effects
- Project Managed development of a Copay card implementation for all applicable brands, ensuring functionality and artwork for the Copay printouts to be lined up and working as intended with the system.

09/2014 – 04/2015	**Technical Project Manager**

AT&T, Holmdel, NJ

- Managed the E-Commerce portal called Business Direct, for over 200 third party telecom owners
- The application allows the company owners to manage their services that generate over 2 billion dollars per year of revenue
- Project managed budget, communications, timeline, deliverables, quality, project teams and tasks, and ways of working with stakeholders across the enterprise.

04/2014 – 07/2014	**IT Business Partner**

HORIZON BLUE CROSS BLUE SHIELD OF NJ, Newark

- Oversaw the creation of an E-Business Ticketing System in multiple, related projects for updates to their web portals for Medicaid and Medicare
- Managed and documented the transition from the current vendor for the ticketing system for web-site updates in the content management system developed in Drupal.

5/2001 – 05/2011	**Business Founder/Owner**

Owner/Operator of ecommerce web sites – South Brunswick NJ

- Built responsive design websites for companies and also ran Successful ecommerce websites featuring products from Weddings and also on Halloween Costumes.
- Hands on application development with add-ons and API's, templates, product feeds to third party advertisers and shopping engines.
- Sourced products from overseas, designed packaging and shipped to us by containers.
- Managed a staff of 20 people (ranging from Developers, Graphic Artist's, Data Entry, Warehouse, Shipping, Customer Service).
- Software platforms: ZenCart, OSCommerce, Magento, drupal, Wordpress and others.
- Managed marketing campaigns and tracked results using Google analytic funnels.
- Managed offshore 3rd party contractors for updates to the functionality, design and banner ads.

Education

1991-05	**BS: Business Administration/Marketing**

New York Institute of Technology

2001-05	**Windows Programming Certificate Program**

SUNY Baruch - Visual Basic, SQL, ASP/Ado, Advanced Excel & Access, Beginner C++, and C

2015-05   **Project Management Professional (PMP) Classroom**
Avtech Technical School – Project Management Professional, Business Analysis

2023-02   *LinkedIn Learning – Advanced MS Project, Agile Scrum, and more*

Marcus Rones

- Englishtown, NJ, US

Contact Information

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- 6095800812

Work History

Total Work Experience: 22 years

- **Senior Program Manager Regeneron Pharmaceuticals**
  Apr 01, 2022

- **Program Manager Carter Mckenzie**
  Mar 01, 2021

- **IT Operations Lead Church And Dwight**
  Oct 01, 2019

- **IT Business Partner / Senior Technical Project Manager Bausch Health Pharmaceuticals**
  Apr 01, 2019

- **IT Business Partner Mallinckrodt Pharmaceuticals**
  Jan 01, 2019

- **Digital Capacity Manager / Scrum Master Bristol-Myers Squib**
  Sep 01, 2017

- **IT Business Partner / Delivery Manager Pfizer, Inc**
  Mar 01, 2015

- **Technical Project Manager AT&T**

  Aug 01, 2014

- **Technical Project Manager HORIZON BLUE CROSS BLUE SHIELD OF NJ**

  Apr 01, 2014

- **DIGITAL PROJECT MANAGER VERIZON WIRELESS**

  Jun 01, 2013

- **Project Manager REVOLUTION DIGITAL / PFIZER**

  Feb 01, 2013

- **Owner/Operator Of E South**

  May 01, 2001

- **IT Program Manager Glaxosmithkline**

- **Sr. Digital Project Manager/ Delivery Manager**

Skills

- **program management** - 44 years
- **leadership** - 40 years
- **software** - 34 years
- **status reports** - 29 years
- **jira** - 24 years
- **mdm** - 23 years
- **business intelligence** - 22 years
- **veeva** - 22 years
- **email** - 21 years
- **sales** - 21 years
- **snow flake schema** - 21 years
- **transformation** - 21 years
- **finance** - 36 years
- **marketing** - 31 years
- **documentation** - 21 years
- **implementation** - 21 years
- **project planning** - 21 years

- **change management** - 20 years
- **forecasting** - 20 years
- **qa** - 20 years
- **scrum** - 20 years
- **reporting** - 39 years
- **agile** - 38 years
- **operations** - 37 years
- **salesforce.com** - 37 years
- **electronic commerce** - 29 years
- **magento** - 28 years
- **cloud** - 26 years
- **brand** - 21 years
- **project management** - 21 years
- **web portals** - 21 years

Work Preferences

- Desired Work Settings: No Preference
- Likely to Switch: True
- Willing to Relocate: False
- Work Authorization:
  - US
- Work Documents:
  - US Citizen
- Desired Hourly Rate: 110+ (USD)
- Desired Salary: 200,000+ (USD)
- Security Clearance: False
- Third Party: False
- Employment Type:
  - Full-time
  - Contract - W2
  - Contract to Hire - W2

Profile Sources

- Dice: https://www.dice.com/employer/talent/profile/42f0dda8d25f835adc8ff87ffb361cb0