

# MICHAEL A. MANCUSO, PMP, CSP-PO

530 Alta View Village Court, Worthington OH 43085  
910-742-1844 • mike.mancuso@me.com  
linkedin.com/in/mikemancuso

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## 15+ YEARS OF DIGITAL MARKETING AND TECHNOLOGY LEADERSHIP

**I believe in building purpose-driven teams.** My ethos centers around creating a shared vision that resonates across all levels of an organization. Once in place, my focus shifts to helping my teams focus on driving value through agile delivery.

**My style is very hands-on.** I roll-up my sleeves and work with my teams, taking every opportunity to communicate the “why” behind our strategies and tactics while they help me understand the nuances and intricacy of their work.

**My goal is to coach teams to self-organize** and make autonomous decisions. Once the intent behind our strategy is understood, I shift my focus to developing my teams and helping them grow.

### AREAS OF EXPERTISE INCLUDE

- Coaching and Development
- Lean Six Sigma Black Belt
- Agile Transformation
- Budgeting / P&L Responsibility
- Team Culture Development
- Vendor Negotiations
- Organizational Development
- Process Engineering
- Strategic Planning

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## PROFESSIONAL EXPERIENCE

### THE WENDY'S COMPANY

2017–Present

#### Head of Digital Architecture and Analytics

Drove triple digit digital sales growth for AdWeek’s Hottest Digital Marketing Team of 2017. Created the new wendys.com, established digital analytics practice, and created new MarTech architecture for a FORTUNE 1000 leader serving 30+ countries with 6,800+ locations across the globe.

- **Generated \$10-million in system sales** and **reduced costs \$1.25-million** by launching the new wendys.com with a focused strategy around customer intent and local search optimization.
- **Facilitated interactive workshops and trainings** to build an empowered, agile culture. If my team won the lottery, I’m confident they would show up at the office in the morning.
- **Created first view of digital KPIs** by centralizing data collection and establishing digital analytics practice. Identified organizational need, created business case, led team selection, and development.
- **Saw 140x improvement in content deployment lead time** by reengineering processes and replacing legacy systems. **Automated 3,000 hours of effort** by working with teams to identify and eliminate waste.
- **Saved \$2-million by negotiating contract renewals**, establishing new vendor relationships, and consolidating duplicative systems. Managed digital relationship with Salesforce, Acquia, Branch, and Google. Supported Yext.
- **Built and led a team of 9 from the group up**, recruited high-achievers from across the company and externally.

### OWENS & MINOR

2013–2016

#### Technology Strategist and Architect

Recruited by FORTUNE 500 leader in healthcare supply chain and logistics. Identified organizational needs, created business plans, and executed with measurable results. Efforts led to multiple promotions and expansion of responsibilities.

- **Created \$1.1-million annual savings** and **95% reduction in assessment time** by leading creation of app to streamline client assessments process. Created roadmap based on customer and user feedback, leading to the automation of post-assessment reports and resulting in a **30x improvement in proposal response times**.
- **Generated \$4.6-million in first year revenue** by architecting and launching digital education platform used by 46,000+ learners across 350+ hospitals.
- **Saved \$440-thousand per year** by implementing project management information system and training teams on lean project management.

## VISIONWARE

2011 to 2012

### Vice President of Marketing

Recruited to create the marketing strategy for a multi-national Master Data Management leader.

- **Created \$450-thousand in new business** and **added \$1.2-million in qualified sales opportunities** by managing the company's relationship with Microsoft and securing new partnerships with Deloitte and InfoSys.
- **Developed and executed B2B marketing strategy**, leading to the collection of qualified sales leads across micro-sites with targeted messaging and collateral. Grew sales leads in the US and UK.
- **Produced first measurable view of marketing performance** by defining processes, establishing KPIs, and streamlining operations by implementing project management software.

## THINK (V2)

2008 to 2011

### Founder, Product

Product-centric consultancy focused on companies grow sales and respond to market changes. Assisted with product vision, strategy, development, and marketing.

## SYMX TECHNOLOGIES

2005 to 2008

### Founder, Chief Technology Officer

Start-up focused on making patients safer and clinicians happier by using RFID to managing patient flow and streamline common problems. Secured first customers 6 months post MVP. Acquired two companies before \$10-million acquisition.

- **Generated \$3.2-million in revenue** by securing contracts with Mayo Clinic, Johns Hopkins Health System, and Children's Hospital Boston.
- **Secured \$6-million in new business** by leading the acquisition of Guest Technologies and Active RFID Systems. Created line-of-business integration plans and assumed leadership of technical teams.
- **Saved \$150-thousand annually**, reduced the need for temporary resources by 80% and improved the response to customer requests by 60% by spearheading ISO 9000:2001 compliance. The project including value engineering, digitizing all internal forms, and creating a document management system.

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## CERTIFICATIONS

### Project Management Institute

PMP, PMI-ACP

### MSI

Lean Six Sigma Black Belt

### CompTIA

RFID+, Net+, A+

### Scrum Alliance

CSP-SM, CSP-PO, CSM, CSPO

### Google

Analytics IQ, AdWords

### HubSpot

Inbound Marketing

### Scrum.org

PSM, PSPO, PSD, SPS

### Microsoft

MCSE, MCSA, MCP

### Yext

Certified Partner

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## HONORS

### ACQUIA

#### Best Personalization Practice in Action, Finalist

Recognized for industry-leading personalization strategy using real-time behavioral segmentation.

### MICROSOFT

#### Most Valuable Contributor

Honored for contributions to Microsoft's BizTalk 2006 R2 RFID TAP Program.

### MICROSOFT

#### Partner Advisory Council

Member of partner program tasked with defining go-to-market strategies and fostering product enablement.

### COMPTIA

#### Technical Advisory Committee

Invited to join advisory committee to provide leadership and direction for future certifications.