

MARK WHALEY

WORK EXPERIENCE

HEAD OF PRODUCT ARTIUM

April, 2022 - Present

Product Leadership

- Within just 4 months of beginning this role, spearheaded the reorganization and development of the Product department, successfully integrating internal systems and organizational frameworks to align with company goals. This swift execution enabled 100% of the product consulting team to be allocated to client engagements.
- Attracted and hired world class Product talent and boosted the department size by over 66%; crafted and instituted onboarding processes, ensuring seamless and efficient integration of each new hire, leading to increased delivery across products.
- Achieved a notable 7% increase in margins through strategic hiring and efficient resource allocation.

Portfolio/Program/Change Management

- Led a 12-month technical engagement at Bank of New York to build their first Alternative Investment platform, a comprehensive data, software, and services solution built for wealth intermediaries.
- Managed a 2-year engagement with the US Military, leading to the development of a pioneering national move management software poised to revolutionize the relocation experience for over 300,000 military personnel, DOD civilians, and their families annually.
- Oversaw successful data-first product and feature set launches with enterprise and startup clients, including Mayo Clinic, Redbull, Ticketmaster, Bank of New York, Arrive Health, Buildertrend, Homesafe Connect, Trust & Will, Space Sciences Laboratory, FedEx and Flex Charging.
- Introduced and reinforced product-first and agile methodology transformations across multiple enterprise clients.

Cultural Enhancement & Skill Development

- Delivered workshops on mindful leadership and emotional intelligence, fostering a culture of compassionate and transparent communication across software development crafts.
- Developed and rolled out a comprehensive career progression framework and organizational structure fostering transparent growth pathways and incentivizing both individual and collective advancement.
- Created and successfully implemented onboarding curricula tailored for Product personnel, ensuring swift competency development and role-readiness, specifically in how to connect real data to business objectives.

OWNER, CEO TIGERLION MANAGEMENT

June, 2019 - April, 2022

Built a management agency offering Product, Program and Enablement services for a variety of industries and teams, focusing on software platform engagements as well as systems development for start-ups.

- Start-up Business Development: Chief of Staff for a Data Science/Visualizations company, focusing on enabling culture, operations and product development best practices.
- Software Development: Product Lead for ongoing software projects, enabling Agile environments using Pivotal Tracker and JIRA to facilitate best practices in creating user stories, product roadmaps and facilitating communication with stakeholders to deliver six unique SaaS products on time and on budget.



CONTACT

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📄 [linkedin.com/in/mark-t-whaley](https://www.linkedin.com/in/mark-t-whaley)

EDUCATION

Bachelor of Arts
University of Colorado
Boulder

SKILLS / EXPERTISE

Product Management
Program Management
Portfolio Management
Change Management
Agile Methodologies
Leadership Development
Team Building
Team Enablement
Strategic Planning
Stakeholder Engagement
B2B/B2C Applications
Consumer Apps
Enterprise Platforms
Mindfulness Coach

CERTIFICATIONS



MARK WHALEY

WORK EXPERIENCE

- Online community platforms: Product Manager, creating and executing change management plans, team workflows, communications, software development and community engagement campaigns.

EXECUTIVE DIRECTOR

July, 2015 - June, 2019

KALAPA MEDIA

Portfolio Management

- Built and empowered seven divisional teams responsible for financial, operational and cultural success, including Tech Platforms, IT, Publications, Translations, Archives, Events and Retail.
- Built and enabled coordinated communications, technology, media and workflow systems throughout the organization.
- Directed ten reports, overseeing 200+ personnel across seven departments.
- While overseeing a \$7 million operations budget, successfully restructured the organization and managed relationships with 50+ stakeholders to increase efficiency and galvanize interdepartmental communication.
- Produced and program managed a ten-year live and online education series, led by over two hundred teachers and volunteers at six international venues.

DEPUTY CHIEF OF STAFF

May, 2013 - July, 2015

SHAMBHALA

Program Management

- Rolled out new initiatives based on strategic organizational objectives for the departments of technology, business, IT, event production, team building, finances, asset management and communications.
- Created and coordinated all teams and systems for special projects outside daily operations.
- Produced new live and online learning processes and events.
- Oversaw the publication process for educational materials.
- Led software development for community programming and platform registration systems.

PROGRAM MANAGER / MANAGING EDITOR

May, 2011 - May, 2013

SHAMBHALA

Program Management

- Produced and created the operational structure for global public and private events, retreats and advanced learning programs for live and online technology platforms.
- Built and enabled publicity teams and managed public speaking tour staff for international tours, live and online events.
- Built and rolled out operations and teams for the international archives program and software - recording of live and informal events; archiving a/v, photos, and documents; distribution of media to over 200 local community centers and thousands of community members.

Managing Editor

- Built and empowered editorial teams and processes, facilitating transparent communications and product management, bringing more than fifty manuscripts to publication.



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ABOUT ME

Father
Meditator
Musician
Athlete