



MARK WHALEY

Senior Director
of Product

CONTACT

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EDUCATION

Bachelor of Arts
University of Colorado
Boulder

SKILLS / EXPERTISE

Product Management
Program Management
Portfolio Management
Agile Methodologies
Leadership Development
Change Management
B2B Applications
Consumer Apps
JIRA, Pivotal Tracker
Miro, Figjam
Notion, Trello, Clickup,
Coda, Asana

WORK EXPERIENCE

SENIOR DIRECTOR OF PRODUCT ARTIUM

April, 2022 - Jan, 2024

Leadership in Systems & Team Development

- Within just 4 months, spearheaded the establishment of the Product department, successfully integrating internal systems and organizational frameworks. This swift execution enabled 100% of the product team to be allocated to client engagements.
- Boosted the department size by over 66%, crafted and instituted an onboarding process, ensuring seamless and efficient integration of each new hire, leading to increased project delivery
- Achieved a notable 7% increase in margins through strategic hiring and efficient allocation of PM resources.

Portfolio/Program Management

- Managed a 2-year engagement with the US Military, leading to the development of a pioneering move management software poised to revolutionize the relocation experience for over 300,000 military personnel, DOD civilians, and their families annually.

Cultural Enhancement & Skill Development

- Pioneered and delivered workshops on mindful leadership and emotional intelligence, fostering a culture of compassionate and transparent leadership.
- Developed a comprehensive career progression framework and organizational structure fostering transparent growth pathways and incentivizing both individual and collective advancement.
- Created and executed onboarding curriculums tailored for Product personnel, ensuring swift competency development and role-readiness.

OWNER, CEO

June, 2019 - April, 2022

WHALESMITH LLC

Built a management agency offering Product and Program Management services on a variety of client projects and teams focusing on corporate software engagements as well as business and systems development for entrepreneurs and executives.

- Start-up Business Development – Chief of Staff and PM for a Data Science/Visualizations company, focusing on culture, operations development and product development.
- Software Development – PM for ongoing software projects, enabling Agile environments using Pivotal Tracker and JIRA to create user stories, track progress and facilitate communication with stakeholders to deliver six unique SaaS products on time and on budget.
- Online community platforms – PM, creating team workflows, communications schedules and community engagement campaigns.
- Executive Business Support – PM/Virtual Chief of Staff, organizing digital marketing, content creation and live events.
- Entrepreneurs – PM/Virtual Coach for setting up publishing systems and public speaking events.

EXECUTIVE DIRECTOR

July, 2015 - June, 2019

KALAPA MEDIA

Portfolio/Program Management/Operations

- Built and directed seven executive and divisional teams responsible for financial, operational and cultural success, including IT, Online Education, Publications, Translations, Archives, Events and Retail.
- Built and managed coordinated communications, technology, media and workflow systems throughout the organization.
- Directed ten reports, overseeing 200+ personnel across seven departments.
- While overseeing a \$1.3 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 course series, led by over two hundred teachers and volunteers at six international venues.