

Matte Elsbernd

Problem Solver & Experienced Manager of Projects/ Teams

I have been turning ideas into reality online for the last 20 years. The roles I have played over my career have changed, but all have been in the service of getting things done. With this wide range of skills and experience, I am able to step into a company for a specific role yet step in and step up to do what's necessary. While I have the hands-on technical expertise to do the work myself, I have become more effective by leading and mentoring teams. I am quite experienced working virtually and managing remote teams.

I do my best in organizations/teams going through change. Whether due to growth, change of focus, or dealing with lingering problems, that change creates a lot of problems to be addressed and often leaves a vacuum of responsibility. I am a problem solver and am quick to help size up possible solutions, identify the necessary structure and process changes required, and lead teams towards implementation.

Below is a curated sample of the breadth and depth of my experience. For a more exhaustive detailing of my experience, check out the links below.

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Digital Wallet Portfolio Manager - DXD @ Wells Fargo

11/2016 – Present

- Producer/Program Manager for Digital Wallet Initiatives at Wells Fargo within the DXD (Digital Experience Design) group.

Senior Producer - DXD @ Wells Fargo

02/2016 – 11/2016 (Contractor)

- Producer for Digital Wallet Initiatives at Wells Fargo within the DXD (Digital Experience Design) group.

Director of Professional Services @ IO Integration

03/2014 – 10/2014

- Managed a growing team (10+) of PMs and DAM workflow consultants & technology specialists, all remote
- Led company's efforts to shift from a technical solutions organization to a wider business consulting organization
- Facilitated shift from one primary technology offering (Xinet) to another (censhare)
- Refined company's project management, program management, and delivery processes
- Developed plan to grow from a flat team to a more hierarchical organization to handle growth & scope
- Reviewed and enforced standards for statements of work (SOW) produced by team
- Oversaw the financial reporting produced for clients
- In charge of hiring, mentorship, retention, and other HR issues related to my professional services team
- Key player in identification & implementation of tools/processes for managing remote team
- Travelled (25%) domestically and internationally to facilitate customer success & oversee project success

Sr. Project Manager/Workflow Specialist @ IO Integration

06/2012 – 03/2014

- PM on 4 multi-million dollar DAM (Digital Asset Management) software integration projects for Fortune 500 clients
- Helped lead onsite discovery workshops with clients to identify needs & requirements
- Captured technical and UX requirements, workflows, and wrote SOWs
- Managed feature development process with our software partners (iBrams, Dalim, Xinet, and censhare)

- Responsible for client reporting, including scope, development status, and financial tracking
- Travelled (25%) domestically and internationally to manage project implementation
- Mentored junior PMs and worked to define new PM processes and structure within company
- Promoted into Director of Professional Services role based on my larger efforts in the PM role
- Worked remotely and with an entirely remote team

Sloan Fellow @ Stanford Graduate School of Business (GSB)

07/2009 – 06/2010

- Sloan Fellowship (now MSx) is an exclusive full-time business degree for mid-career professionals
- Part of a small class of international, leaders & managers from business & government
- Received Masters of Science in Management and certificate in Public Management
- Took classes in Hasso Plattner Institute of Design (d.school)

Interactive Studio Manager – Creative Services @ Charles Schwab

04/2007 – 01/2008

- Hands-on management of an in-house agency's interactive studio with 13+ designers & developers
- Responsible for team's delivery of web applications, websites, emails, banners, and other deliverables
- Involved in technical architecture for all web application project development
- Streamlined studio processes and implemented workflow automation improvements
- In charge of hiring, mentorship, retention, and other HR issues related to my studio team
- Supported team & client in project definition and the design of the solution
- Worked with Producers to manage status, testing, and delivery

Interactive Producer – Creative Services @ Charles Schwab

05/2004 – 07/2004, 09/2004-10/2004 and 12/2005-04/2007 (Contractor)

- Oversaw project definition and managed testing and delivery of final work product
- Managed 5-20 concurrent projects
- Acted as a bridge between Schwab marketing clients and Schwab's Creative Services
- Assisted in the coordination, training, and helped mentored junior Producers
- Promoted into Interactive Studio Manager role based on my larger efforts in the Producer role

Lead/Senior Project Producer @ FriendFinder

04/2005 – 10/2005

- Product management for large online dating network
- Refined PM processes and oversaw a growing team of Project Producers
- Championed greater focus on UX/UI and acted as de facto Director of User Experience
- Wrote user stories and technical specifications for each feature request
- Coordinated the development, testing, release, and support of each feature request
- Managed 5-20 feature requests during each 2-week delivery cycle
- Helped with the acquisition and integration of an competing online dating company

Group Creative Director – Interactive @ Irma S. Mann Strategic Marketing

10/2000 – 10/2001

- Helped to define and build the interactive marketing efforts for a travel-focused agency
- Oversaw a newly established team - developer and account manager
- Led the visual design, UX, and technical definition for all interactive projects
- Involved in scoping the interactive components for agency's client pitches
- Produced high-level reports for clients on performance of their websites