**Marcus J. Penny**

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**Summary**

Senior leader of product development with a focus on consumer engagement and a passion for innovation and continuous improvement. Proven track record of partnering with stakeholders, managing execution teams and delivering on expectations.

Held various positions that promoted the growth of leadership, coaching, and mentorship

in software engineering, business process improvement, business analysis, project management, and product management. Thrives in fast paced, large-scale, highly availability, high transactional environments.

**Skill Highlights**

* New Product Development / SDLC
* Strategic Planning and Execution
* Business Decision Making
* Consumer Engagement
* Matrix Management/Cross-Functional Teams
* Scalable Agile Methodology
* Ecommerce Concepts
* Conflict Resolution

**Professional Experience**

**Under Armour, Inc.,** Baltimore, MD 2/2016 - Present

*Sr. Product Manager |* Omni-Channel DTC

* Led the effort to establish product management within the Ecommerce team.
* Established process for strategic alignment across products, programs and departments.
* Established a highly efficient cross functional team to support the post purchase experience for the ecommerce products.
* Developed team vision and strategy based on industry knowledge and stakeholder goals.
* Transitioned team to discovering, executing, and launching new ecommerce initiatives.

*Sr. Manager, Application Development |* Platform Management2/2015 – 2/2016

* Successfully built and deployed team.underarmour.com v1.0 in April 2015, a 125 million revenue channel in 2015.
  + Managed six scrum teams to deliver the platform.
* Responsible for all feature development on UA.com and team.underarmour.com.
* Responsible for delivering UA.com v7, which transitioned the ecommerce platform from a monolith to a containerized micro-services architecture.

*Manager, Application Development |* Feature Development 9/2013 – 2/2015

* Successfully deployed UA.com v6 which was a 400 million revenue channel in 2015.
  + Managed seven scrum teams.
  + Led the requirement gathering process and iterative effort for continuous feedback and refinement.
* Led the continued adoption of an agile process with the Under Armour E-Commerce Development team.
* Led the effort to double the size of the development team with highly efficient developers over a 10-month period in 2014.

**Twin Technologies, Inc.,** Baltimore, MD 3/2012 - 9/2013

*Technical Project Manager / Software Engineer |* Technology Consulting

* Implemented an agile process within Twin development team that was adopted by the Under Armour E-Commerce Development group.
* Played multiple roles such as Scrum Master, Technical Business Analyst, Technical Project Manager, and Software Engineer in order to guarantee successful delivery of expected functionality.
* Developed various features within the UA v5.0 platform using HTML, CSS, JavaScript, Coldfusion 10 and Flex 4.5.

**NaviNet, Inc. (Prematics, Inc.),** McLean, VA 2/2011 – 3/2012

*Process Improvement Manager* | Mobile Applications

Managed the effort to integrate implementation, customer service, and engineering teams after acquisition.

*Manager, Technical Services* | Integration & Support 9/2009 – 2/2011

Managed the integration and customer service teams responsible for installing and supporting a mobile point of care messaging and e-prescribing system.

**Artromick** (Software Products Group)**,** Baltimore, MD 12/2007 – 9/2009

*Software Engineer* | Software Implementation

Individual contributor SWE role responsible for system integration, quality and support of an eMAR application for long term facilities.

**Coram, Inc.,** Columbia, MD 5/2006 – 12/2007

*Associate Software Engineer* | Web Applications

Entry to mid-level professional role that gave me an opportunity to development and management internal applications and an external site. First experience working in an environment that adopted some agile principles and XP practices.

**Intellimar, Inc.,** Sykesville, MD 3/2004 – 5/2006

*IT Support Specialist* **|** General IT

Individual contributor role that gave me an opportunity to explore various IT functions from developing an intranet and external websites to installing a new network infrastructure.

**Education**

**Johns Hopkins University – Carey Business School**, Baltimore, MDMay 2018

*Candidate for Master of Business Administration*

**Saint Francis University,** Loretto, PA May 2003

*Bachelor of Science in Information Systems Management*

*Bachelor of Science in Business Management*