Jason M Vernon

Product and Development Leader
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Elevating Customer Experiences Through Digital Transformation Leadership

With over two decades of experience as a product and development leader in the eCommerce and IT industry, I have acquired a profound understanding of digital spaces. This expertise has empowered me to skillfully guide the strategic development and successful implementation of numerous world-class digital experiences. By leveraging my knowledge and leadership, I have consistently achieved exceptional outcomes, delivered innovative solutions, and driven significant business growth in the digital landscape.

Achievements

- At Concentrix I was a portfolio owner overseeing a team of 300+ employees, I orchestrated client engagement and implemented strategies that delivered exceptional results, exceeding $50 million in revenue.
- As part of one of the largest telco mergers, I led the successful integration of the T-Mobile and Sprint Salesforce instances, resulting in a unified instance that generated $8 billion in combined revenue.
- Curated the roadmap while successfully implementing an Authentication-as-a-Service for all T-Mobile customer-facing mobile applications and web properties, executing over 1 million customer authentications per day.
- Successfully led the seamless migration of West Marine eCommerce properties from WebSphere Commerce to the SAP Hybris Commerce platform, resulting in enhanced performance, improved scalability, and increased customer satisfaction.

Experience

Concentrix Catalyst/PK Global

Senior Director, Delivery, September 2021 – Present | Bellevue, WA

- As the portfolio owner of a team comprising 300+ employees, I strategically managed client engagement and implemented effective strategies that delivered exceptional outcomes, surpassing $50 million in revenue. I cultivated strong partnerships, identified opportunities for growth, and implemented tailored solutions to meet client needs. Through strategic planning and execution, I maximized revenue generation, optimized resource allocation, and ensured client satisfaction.
- Successfully led multiple projects, overseeing onshore and offshore development teams, ensuring adherence to specifications and timely delivery of high-quality solutions, resulting in increased operational efficiency and client satisfaction.
- Proactively identified and implemented new technology solutions, collaborating closely with client partners to anticipate future needs and develop effective strategies, resulting in improved system capabilities and enhanced competitive advantage.
- Translated broader business initiatives into clear team objectives and concrete goals, aligning with other groups to foster efficient and coordinated action, resulting in improved teamwork, increased productivity, and successful project outcomes.

T-Mobile

Senior Manager, Salesforce Product and Technology, February 2020 – September 2021 | Bellevue, WA

- Led the successful integration of the T-Mobile and Sprint Salesforce instances, resulting in a unified Salesforce instance that generated a remarkable $8 billion in combined revenue. By seamlessly merging the systems and optimizing processes, the integration initiative significantly contributed to the company's financial success and market growth.
- Achieved significant operational efficiencies by streamlining Agile processes, resulting in a more than 50% increase in overall productivity and team efficiency. By optimizing workflows, enhancing collaboration, and implementing Agile best practices, the organization experienced significant improvements in productivity, time-to-market, and overall project success.
- Successfully grew the team size by 5 times within a year to over 175+ resources, despite the challenges of the pandemic and a fully remote work environment, demonstrating exceptional adaptability and leadership in managing a remote team expansion.

Senior Manager, Product and Technology, March 2019 – February 2020 | Bellevue, WA

- Successfully led product and development teams in driving T-Mobile for Business customer adoption onto their digital platform, resulting in increased user engagement and customer satisfaction.
- Collaborated closely with business partners and IT leadership throughout the strategic planning process, ensuring alignment of technology initiatives with business objectives and driving successful outcomes.
- Held accountability for ensuring project delivery excellence across both legacy and new platforms, meeting deadlines, budgets, and quality standards. Successfully delivered projects that maximize value and align with organizational priorities.

Manager, Software Development, January 2017 – March 2019 | Bellevue, WA

- Developed and executed a strategic plan for T-Mobile's customer-facing authentication and authorization platform, SecureID, resulting in enhanced security measures and improved user experience for millions of customers.
- Implemented an extensive telemetric framework to gather and analyze data to enhance the overall customer experience.
- Successfully grew and managed a distributed delivery team comprising over 100+ onshore and offshore resources, ensuring effective collaboration, efficient resource allocation, and timely delivery of projects.

West Marine
Senior Manager, IT eCommerce Development, August 2014 – January 2017 | Watsonville, CA

- Successfully led all development initiatives for West Marine's eCommerce websites, resulting in improved online shopping experiences, increased customer satisfaction, and enhanced revenue generation.
- Collaborated closely with IT leadership and business partners to define and execute an effective IT strategy for West Marine, aligning technology investments with business goals and driving digital innovation.
- Owned the software development life cycle and introduced Agile methodology to ensure the successful delivery of high-quality solutions while mitigating potential issues.

Recreational Equipment, Inc. (REI)
Manager, Retail Solutions Development, UX Design, September 2013 – August 2014 | Kent, WA

- Development of REI's digital user experience strategy, resulting in an enhanced customer experience across REI's digital properties, driving increased engagement and conversion rates.
- Managed a team of UX Designers, guiding them in creating impactful and intuitive user experiences, aligning with REI's brand identity and customer needs, and fostering a culture of innovation and collaboration.
- Developed and communicated the goals and expectations for the user experience team, setting performance standards and driving a high level of accountability and excellence in delivering user-centric designs and solutions.

Manager, Retail Solutions Development, February 2012 – September 2013 | Kent, WA

- Chaired a committee of development leaders to successfully implement daily production deployments, resulting in increased efficiency, reduced risk, faster time-to-market, and improved overall product quality.
- Successfully led a cross-disciplinary Agile development team, driving innovation, and delivering impactful solutions for both REI's physical and digital stores, resulting in improved customer experiences, and increased operational efficiency.
- Improved existing Agile framework to foster a culture of continuous improvement and cross-functional collaboration, empowering teams to self-organize, make data-driven decisions, and deliver high-quality outcomes.

Manager, eCommerce Front End Development, December 2009 – February 2012 | Kent, WA

- Led a high-performing team of Front-End Web Developers, driving the development and management of advanced, customer-facing front-end code, resulting in enhanced user experiences and increased customer satisfaction.
- Implemented Agile methodologies, enabling efficient work management and rapid development of customer-facing features and functionality, resulting in accelerated project timelines and quicker time-to-market.
- Maintained a deep understanding of the latest front-end coding practices and technologies, staying at the forefront of industry advancements and leveraging this knowledge to drive continuous improvement and innovation in development processes.

Career Notes
Additional tenure as Online Production Supervisor, Online Technical Producer, and Direct Sales Online Sales Technical Specialist at REI, Principal at ATX Media Group, LLC, and various senior developer and lead designer roles at numerous eCommerce start-ups. *Details are available upon request.*

Education
Auburn University
Bachelor of Industrial Design, 1995 – 1999 | Auburn, AL College of Architecture, Design & Construction

Ireland Study Abroad Program, Spring 1998 | Ireland
The Auburn Industrial Design Ireland Study Abroad Program involved studies at three major design and technical universities throughout Ireland: National College of Art & Design, Sligo Regional Technical College, and Burren College of Art.