

STEVE HAAK, PMP, SAFe SM, MCSE

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SUMMARY

Results-driven Senior Leader with over 20 years in agencies and consultancies, partnering with Fortune 100 clients to deliver business value. Expertise in team building, product/program/project management, content strategy, marketing leadership, Agile, and strategic consulting. Proven success in delivering innovative solutions for digital products, hardware, advertising, XR, chatbots, marketing, digital signage, AI, ML, analytics, and experiences. Seeking a leadership role in a growth-driven organization focused on digital transformation, user experience, engaging design, product innovation, and cutting-edge technologies.

WORK EXPERIENCE

Principal Program Manager, Product Manager Lead | **ROBOTS & PENCILS – SEATTLE**

Mar 22 - Oct 23

- Led the agency as SME in new technologies and experiences such as Web3, Metaverse, and XR (AR, VR) leading both internal and external strategies, business development, and opportunities. Also, led Accessibility as SME after my work at Microsoft.
- Project: INGRAM MICRO, INC.**, Consultant, 18 months
 - Co-led part of a 3-year, 700-person, \$300M ecommerce digital transformation at **Ingram Micro** (a \$65B Fortune 100 **B2B** tech supply chain company) as **Senior Product Lead, Solutions Consultant Lead, and Agile Coach**.
 - Drove the product vision for the global marketing org, including product leadership for the Customer (Resellers) **B2B** new ecommerce platform in **Xvantage**, a new corporate website, and an in-house marketing orchestration tool.
 - Ensured flawless Agile and SAFe framework implementation, managing roadmaps, PI planning, sprint planning, software release cycles, and our collaborative work environments APM (Jira and Confluence), Figma, and MS Teams.
 - Conceived, developed, and launched an in-house **B2B Global Marketing Orchestration Tool**, enabling end-to-end workflow for Marketing and Sales Associates. Seamlessly integrated with CRM, CMS, latest generative AI tools, recommendations engines, BI reporting, SSOT data store, **Xvantage** ecommerce platform, content strategy, information architecture, product taxonomy, and numerous third-party **B2B** marketing tools.
 - Empowered global marketing and sales associate teams in 61 countries to independently manage integrated, end-to-end campaigns, eliminating the need for Technology, Product, or Engineering team involvement.
- Project: DIGNITY HEALTH, INC.**, Consultant, 6 months
 - Sr. Program Manager** and **Sr Solutions Consultant** providing project and program management **B2B** support for an agile team vision-casting and roadmap planning with 1, 3, and 5 year goals in the EdTech and Healthcare space.
- Project: ARIZONA STATE UNIVERSITY**, Consultant, 3 months
 - Acted as **Sr Program Manager** leading workshops for a Bill and Melinda Gates Foundation-funded initiative in EdTech and Higher Ed. Facilitated vision-casting and roadmap planning with 1, 3, and 5-year goals.
 - Conducted **B2B** feasibility studies for a national platform to empower all students in career choices, school selection, and management of transfer credits and certifications within a secure interface managed by the US Dept of Ed.

Sr Consultant III, Sr Program Manager | **BRIDGE PARTNERS – SEATTLE**

May 17 – Oct 17 & May 19 - Dec 21

- Led **B2B** strategic initiatives, including roles as Sr. Business Manager, Sr Program Manager, Interim Chief of Staff, and Sr. Product Marketing Lead. Worked with business leaders across the organization from Corporate C-suite to subsidiary and divisional C-suite and SVPs to manage complex programs at both **Microsoft** and **Cargill**.
- Project: MICROSOFT, INC.** *various groups*, Consultant, 36 months
 - Led creation and launch of new **Accessibility** program (OCAP) to all MS US employees and partners successfully achieving compliance certification rate of 95% of all US employees and 75% of all US partners within 1 year.
 - Led all **B2B** partner communications and events for **Windows Devices** and **Modern Workplace (Teams, Remote Workers, and Frontline Workers)** working directly with the device OEMs (computer and chip manufacturers), **Windows** engineers, **XBOX Studios** Product Marketing Managers, **Microsoft Partner Network** leaders, and **B2B** Product Marketing Manager leads. Directly responsible for ROB, LTRs, MBRs, QBRs, KPIs, OKRs, and budget reporting.
 - Led marketing and training assets creation for major product update or release including BOM support and NPI (new product introduction), workshop materials, videos, presentation templates, email templates, brand and product brand style guides, webinars, and digital signage for official Microsoft-sponsored global events and **Azure Cloud Services**.
 - Co-led initiatives to look for opportunities to integrate new digital experiences such XR (VR and AR) into Windows Devices marketing, AI Copilot, Accessibility in Microsoft R&D including Hackathons, XBOX, and Microsoft Teams add-ons (ASL option for every meeting and event, Closed Captions integration, and Accessibility Checker to name a few).
- Project: CARGILL, INC.**, Consultant, 9 months
 - Led as **Sr Technical Project Manager** and **Solutions Architect** on a high-profile, top-secret project for Cargill (the world's largest food producer and manufacturer, and 2nd largest privately held company in the world).
 - Led teams in 67 countries with the goal to Identify all network-enabled devices connected to the corporate network (over 2 million) and give a unique ID, a local/field owner, a support SLA, new security protocols, and determine the category for each. Project tied into Global Inventory, Asset Management, and Global IT/Support infrastructures. Used AI on Big Data, and developed an information architecture and product taxonomy for managing the data.

Practice Director, Sr Product Manager, Product Owner | **UNIFY CONSULTING – SEATTLE**

Oct 17 – May 19

- Led strategic growth in CX design practice, achieving 30-40% quarterly growth. Grew studio team from Zero to 15 FTEs.
- Assisted and/or led internal projects including lunch & learn sessions, client webinars, and representation at conferences.
- **Project: MICROSOFT, INC., Consultant, 6 months**
 - Led a team as **Program and Product Manager** to design and pilot a **B2B AI tool** at **Microsoft** for global publishers and journalists based on **Azure Cognitive Services** that would help validate news sources and content as either fake news or potentially truthful news. It was codenamed IDA through pilot phase including a rich taxonomy, and was eventually rolled into a new platform called "[Signals](#)" that launched in 2024 in collaboration with [Semafor](#).
- **Project: T-MOBILE, INC., Consultant, 3 months**
 - As **Program Manager**, was responsible for working directly with the PMO to identify new and current programs and projects that needed funding for 2018 but were stalled, hosted informational meetings for all program and product leads, plugged into the RoB for the PMO and Steering Committee reporting to drive schedules and deadlines.
 - Delivered complete roadmaps for 20 new programs for 2018 funding in less time than ever achieved in the past.
- **Project: PREMIERA BLUE CROSS, INC., Consultant, 12 months**
 - **Sr. Product Lead/Product Owner, Sr Program Manager, and Agile Coach**
 - Led large team at **Premera Blue Cross** to redesign the corporate website, mobile app, and an AI-enabled chatbot called SCOUT using **Microsoft Azure Cognitive Services** (both ML and early generative AI that we trained with 300 members and 25 customer care representatives). Products were used by 2 million customers at launch (B2C).
 - Responsible for 5 Product Managers, 6 UX and Creative Designers, 1 Content Strategist, 4 Copywriters, 4 User Researchers, and 3 complete Scrum teams (12 on each team) using Microsoft Azure DevOps (ADO) and wearing a Product Owner hat as well. Software Release Management, and BOM support for all releases and updates.

VP of Products, Strategy, & Research | [SOLID STATE PROS](#) – SEATTLE & VANCOUVER

Mar 14 - Nov 17

- Co-founder & Partner leading as **VP of Products, Strategy, & Research** for over 40 startup clients. Acted as SME in new technologies such as VR and AR for our clients whenever a startup founder wanted to integrate a solution into their new product. Products were mixed B2B and B2C. Trained teams in Agile, Scrum, Content Strategy, and Product Management.
- Created brands, business plans, and marketing strategies for over 40 startups, and performed research, design, MVP, and beta launch for 12 of the startups to test the markets and then help with fund-raising to Angels and VCs.

Sr Product Manager, Program Manager | [TEK SYSTEMS](#) – SEATTLE

Nov 16 - Jul 17

- Led a geographically distributed Agile team responsible for designing, building, testing, and launching new websites for each new client and class action law suit that the sales team brought to the company. Client was **GARDEN CITY GROUP** Seattle.
- Oversaw feature backlog, user stories, MVP identification, and AB testing for a post-beta launch of a suite of SaaS websites that enables class action lawyers nationwide to open new lawsuits and invite the public to register combined with TV, digital, direct mailer, and radio ads to millions of potential customers (defendants). Role included Software Release Management, Agile Coaching, Content Strategy, Product Taxonomy, and Communications for each release cycle.

Sr Product Manager III (L6) | [AMAZON WEBSTORE AT AMAZON, INC](#) – SEATTLE & VANCOUVER Mar 13 - Feb 14

- Co-led the vision and direction of **Amazon Webstore** ecommerce platform.
- Managed an agile team of 5 product managers, 3 UX designers, 1 dev manager, 2 technical project managers, and 12 developers with the goal of designing, testing, developing, and launching a completely new, open-canvas ecommerce store/website builder for customers. 100% **B2B** engagement.
- New platform included an interactive product catalog, integrated CMS, asset management, analytics, merchandising and marketing tools, with flexibility in the design so that brands could integrate seamlessly with their other web properties.
- Managed 30,000 e-retailers that represented 90% of Fortune 500, tens of millions of users, and high-availability traffic integrated with AWS to be able to serve millions of requests per second into the platform.
- Responsible for all Solution Provider Partners (TPS) communications, weekly events, workshops, feature requests, and intake.
- Piloted AR & VR capabilities with a small R&D team focused experiences for both ecommerce shoppers and ecommerce retailers and merchandisers, and prototype tested with shoppers. The AR experience did not end up in a pilot but was going to enhance in-store shopping experiences with overlays and information of products on the shelf, and show Amazon reviews, ratings, and even allow a shopper to complete a purchase online whilst in-store with complex product taxonomies.
- Led R&D team to explore AI-assisted shopping via a chatbot-style interface that we piloted and tested with consumers.

Sr Program Manager | [WUNDERMAN / POSSIBLE WORLDWIDE / ZAAZ](#) – SEATTLE & VANCOUVER

Jul 11 - Mar 13

- Led multidisciplinary teams in designing digital experiences for new B2C product launches.
- Clients included **Delta Dental of Washington, Symantec Norton, Group Health Cooperative (Kaiser Permanente), Bill and Melinda Gates Foundation, Amazon Webstore, University of Phoenix, Microsoft MSN, and Microsoft XBOX.**

Sr. Project Manager, Sr. Delivery Manager | [ASCENTIUM / SMITH Agency](#) – SEATTLE

Feb 11 - Jun 11

- Worked with Account Directors, Managing Directors, and Project Managers to win and lead interactive projects.
- Primary client: **Microsoft (Chief Procurement Office)**

Director Client Services, Program Director, Solutions Lead | [MICROEXCEL, INC](#) – NYC

Jul 09 - Feb 11

- Worked as Client Services Partner, Engagement Director, Program Director, and Solutions lead across numerous digital projects and events in the NYC Metro, Minneapolis Metro, and Chicago Metro areas.

- Clients included **Microsoft, State Farm Insurance, The Hartford Insurance, Ronin Wireless Technologies, Best Buy, Target, and NY Life Insurance.**

Project Director | WUNDERMAN / BLAST RADIUS – TORONTO & VANCOUVER

Sep 08 - Jun 09

- Worked as Client Services Partner, Engagement Director, Project Director, and Solutions lead across numerous digital projects and events in the Toronto Metro, NYC Metro, and Mid-Atlantic East Coast regions. Technology integrations included ATG Dynamo Commerce (J2EE), Sitecore CMS, and Adobe Analytics (fka Omniture).
- Clients included **Lexmark, Xerox, Nutrisystems, Scotts Garden, nTelos Wireless, Motorola, BMW, and MINI.**

CTO, VP of Product & Technology | REDSTONE MEDIA GROUP INC – TORONTO

Oct 07 - Nov 08

- Magazine publishing company with a new digital signage/out-of-home (OOH) media network as well as in-house interactive agency, including a mobile-enabled SMS chatbot feature for customers to interact with, headquartered near Toronto. Flagship publications: **Animal Wellness Magazine, Feline Wellness Magazine, & Equine Wellness Magazine.** B2C and B2B marketing.
- Clients included **Kong, Purina, Tractor Supply Company, Proctor & Gamble, Mars, Pedigree, Super pets, Sweat, Life Data Labs, and Farnam.**

Sr. Project Manager, Client Partner | RAZORFISH / SAPIENT PUBLICIS – NYC

Dec 05 - Nov 07

- Sr Project Manager, Content Strategist, and Client Partner for digital projects.
- Clients included **Capital One, JP Morgan Chase, Morgan Stanley, Citigroup Smith Barney, Citibank, Merrill Lynch, MetLife, Prudential, MBNA, Philip Morris USA, Maybelline, Kraft Foods, Proctor & Gamble, Ford, Cingular (now AT&T Wireless), CNN, Linden Labs (Second Life), and NY Times.**

Director ISG, Client Partner, Program Director | SBI.MARCHFIRST.RAZORFISH.SAVANT - NYC & INDIA Apr 00 - Dec 05

- Initially hired as internet infrastructure technology lead. Co-founded offshore company Savant Technologies in Chennai, India, overseeing business operations, development, sales, client engagements, and delivery for Fortune 500 clients.
- Built and managed a team of 80 resources to continue projects post-march FIRST's bankruptcy and 9/11 disruptions. Led operations in both Chennai India and NYC for 4 years before joining Razorfish in NYC.
- Clients included: **Astra-Zeneca, Alliance Capital, Warner-Lambert, Lucent Labs, Gucci, The ONE Club. Audi USA, Volkswagen of America, TheStreet.com, Hess Corp, Neuberger Berman, and Medco.**

EDUCATION AND CERTIFICATIONS

Wayne State University - Detroit, MI

- Pre-BS Biochemistry and Computer Science (incomplete: finished 124 semester credits towards with 16 remaining)

Høje-Taastrup Amtsgymnasium, Greater Copenhagen, Denmark (YFU.org Exchange Student: Denmark, Finland, Russia)

CERTIFICATIONS

- SAFe Scrum Master Certification SM (2018, renewed 2024) - *Valid until Feb 16, 2025*
- Project Management Professional Certification PMP (2000) – *Renewing: April 2024*
- Microsoft Certified Systems Engineer + Internet MCSE+I (2000) – *Expired 2005*

SKILLS

- Team Leadership (70-member teams, \$45M budget)
- Product Manager & Product Owner Lead
- Program Manager & Director (reporting to PMO, C-Suite, Board, and SLT stakeholders)
- Project Director & PMO Leader
- Product Marketing Director
- Client Partner & Client Director
- Digital Transformation Leader
- Expert in both Technical PM and Marketing PM roles
- SAFe Scrum Master & Agile Coach
- Jira APM, Asana APM, Microsoft Azure DevOps (ADO)
- Software Release Management
- Research Product Manager (R&D)
- Senior Solutions Consultant & Architect
- ML & AI Consultant, including LLM consulting, training, testing, & deployment
- Information Architect & Content Strategist
- Visualization Suites including Power BI & Tableau
- M365 Solutions Architect (Office and Teams expert)
- Workshops, LMS, & Training Leader
- Bill of Materials (BOM) for Products & Programs
- New Product Introduction (NPI) & Launch Leader
- Apps Ecosystem Strategist & Leader (ex. MS Teams)
- Digital Signage and OOH (hardware, software, content)
- Chatbot Product Strategist
- Accessibility Interfaces (hardware & software)
- Customer Experience Advocate (Design Thinking) including best practices UX and Journey Mapping
- Marketing Tools (Demandbase, Podio, Adobe Analytics, Sprinklr, Meltwater, Marketo, Eloqua, et al)
- Accessibility Interfaces (hardware & software)
- Video Game Interfaces (research, design, testing)

INTERESTS OUTSIDE OF WORK

- ✓ Participation in a global research project to use Tech for Good to save the world's coral reefs using 3D printed reefs, and select GMO coral species to increase propagation speed 100x and viability range in colder and warmer waters.
- ✓ Scientific research in marine tech advances, semiconductor advances, and AI advances.

- ✓ Volunteer Travel and outdoor activities including kayaking, sailing, scuba, surfing, skiing, mountain hiking, and habitat restoration.