

MARK H. SINGER

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Objective

Seeking new career opportunities in **Program Management** and **Product Management**.

Experience

CAESARS DIGITAL, Jersey City, NJ

FEB 2021 – AUG 2024

Flagship mobile betting platform of Caesars Entertainment, offering legal, real-time sports wagering across the U.S. with deep integration into the Caesars Rewards ecosystem.

Senior Technical Program Manager

Program Management

- Led Go-To-Market (GTM) app launches across 7 new states, partnering with SVPs across Product, Engineering, Marketing, Compliance, and Payments which **resulted in the onboarding of 25M+ new users**.
- Directed M&A related app rebranding **supporting \$100M national marketing campaign** which launched on time and under budget.
- Collaborated with the Marketing and Design Team and executed with engineers for rebranding projects.
- Supported incident triage and conducted root cause analysis to enable blame-free postmortems, resulting in fewer incidents and reduced mean time to repair (MTTR).

Product Development

- Executed feature development of the Caesars Sportsbook app based on Voice of Customer (VOC).
- Led 5+ concurrent cross-functional projects with the focus on feature enhancements **resulting in a 20% increase in the mobile apps Net Promoter Score (NPS)**.
- Coordinated 10+ internal and external teams to release on time and meet key business and regulatory metrics monitored through dashboards in New Relic.
- Strategized, led, and provided proactive executive level status updates on product stability improvements **that resulted in a 50% faster loading application and a 30% decrease in customer service touch points**.

Leadership | Management

- Drove cross-functional, large scale 0 to 1 (inception through product delivery) programs for Caesars Sportsbook app expansion and Go-To-Market execution.
- Managed team of integrated program managers who were outside vendors ensuring on time deliverables.

AT&T, New York, NY

JUL 2018 – FEB 2021

Leading global telecommunications and media company, providing wireless, broadband, and entertainment services to millions of consumers and businesses worldwide.

Principal Program Manager

Program Management

- Managed post-merger integrations and cross-functional alignment for newly acquired business units Xandr (online advertising), Warner Brothers Discovery (HBO, MAX, CNN, TBS, TNT).
- Built and managed multimillion-dollar program budgets driving program performance to exceed OKRs.
- Developed management strategy during integration, **boosting employee satisfaction by 35% (post-merger survey)**.

M&A Integration

- Created integrations including marketing, product, technology, and office systems which **saved over \$10M via platform synergies**.
- Owned documentation and led training sessions to onboard teams to newly implemented systems.

Leadership | Management

- 3 Direct Reports – Oversaw and mentored Project and Program Managers.
- Led performance reviews and goal setting for team for process improvement.

CAREER HIGHLIGHTS

- **Launched Caesars Sportsbook** in 7 new states, driving the go-to-market execution of a \$100M national campaign and onboarding over **25 million users**.
- **Reduced mobile app load time by 50%** and decreased customer service contacts by 30% through targeted performance and incident response initiatives.
- **Directed a full rebrand and M&A integration** of Caesars Sportsbook, delivering on time and under budget while aligning engineering, product, compliance, and marketing.
- **Cut feature release cycles by 50%** at Paramount across 4 major brands by implementing quarterly planning and Agile best practices.
- **Delivered Paramount's first Alexa Skill** (The Daily Show), engaging 25K+ users within the first 90 days.
- **Generated \$10M+ in annual ad revenue** by launching live/OTT streaming platforms with dynamic ad insertion across Viacom Global brands.
- **Led post-merger integration at AT&T**, creating platform synergies that saved over \$10M and improved internal satisfaction by 35%.

INDUSTRIES

- Media
- Streaming
- Broadcast Media
- Online Media
- Entertainment
- Technology
- MarTech
- Sports
- Motion Pictures & Film
- Music
- Gambling & Casinos
- Telecommunications
- FinTech
- Consulting
- AI (Artificial Intelligence)
- Pharmaceutical
- Defense & Space
- Marketing & Advertising

PARAMOUNT (Previously Viacom) New York, NY

OCT 2015 – JUL 2018

Global media and entertainment company known for its portfolio of iconic brands, including Paramount Network, MTV, and Comedy Central, delivering content across television, film, and digital platforms.

Program Manager

JAN 2017 – JUL 2018

Program Management

- Launched Paramountnetwork.com and delivered innovative web, app, OTT, and Alexa-based features.
- Delivered Viacom's first Alexa Skill (The Daily Show), **reaching 25K+ users in 3 months.**

Process Improvement

- **Cut release cycle time by 50% across 4 major brands** by implementing quarterly planning cadences and Agile best practices.

Product Development

- **Directed rollout of 50+ features**, overseeing design, development, QA, and executive communication.

Project Manager

OCT 2015 – JAN 2017

Program Management

- Led streaming and ad tech initiatives across Viacom Global brands (Comedy Central, MTV, Paramount, VH1).
- Launched live and on-demand streaming with digital ad insertion, **generating \$10M+ annual ad revenue.**

Live Event Management

- Supported launch of major live events (e.g., 2016 Daily Show Election Special), **reaching 200K+ digital viewers.**

Product Development

- Built free trial preview system for Multichannel Video Programming Distributor (MVPD) subscribers, **capturing 100K+ new trial users.**

BUZZFEED New York, NY

DEC 2014 – SEPT 2015

Digital media company known for its viral content, news coverage, and entertainment across social, video, and publishing platforms.

Project Manager

Program Management

- Managed Content Management System (CMS) enhancements to improve platform security, editorial tools, and usability in an Agile environment.
- Oversaw CMS security improvements and User Interface (UI) updates for mobile/desktop.

Release Management

- Supported daily deployments and QA coordination, enabling near-daily feature releases.

Process Improvement and Scalability

- Collaborated with product and engineering to streamline release process.

MARTHA STEWART LIVING, New York, NY

Jun 2014 – Oct 2014

Diversified media and merchandising company founded by Martha Stewart, encompassing publishing, broadcasting, internet, and product lines.

Digital Project Manager

Product Development

- Oversaw agile track specializing in video experience with team members consisting of frontend and backend developer, designer, quality assurance analyst, and product owner.

Agile | Scrum

- Worked as scrum master for a team responsible for overseeing a product roadmap consisting of all responsive video page enhancements to MarthaStewart.com and MarthaStewartWeddings.com and **increased key KPI's by over 20%.**
- Led all daily scrum meetings, managed sprint task board, and performed daily burndown and velocity tracking to verify team's timely and accurate story acceptance criteria and ensure all blockers were removed for bi-monthly product deployments.

Program Management

- Coordinated with cross-functional departments consisting of SEO and AdOps Analysts, Omniture and Syndication Specialists, content editors, and with product and tech leads to ensure all departmental requirements were met for a given sprint.

EXPERTISE

- Digital | IT Program Management
- Product Development
- M&A Integration
- Live Event Management
- Design Program Management
- Mobile App Delivery (iOS and Android)
- Business Operations
- Strategic Planning and Execution
- Agile | Scrum, SAFe, Hybrid Environments
- Go-To-Market (GTM) Strategy
- Technical Roadmapping
- Process Improvement and Scalability
- Metrics and KPI Development
- Product Development Lifecycle
- AI Powered Solutions & Strategy
- Vendor & Partner Coordination
- Risk Mitigation & Incident Response
- Executive Communication
- Change Management
- Data Analysis
- Dependency Management
- Release Management

SOFTWARE

- Project Tools
 - JIRA
 - Confluence
 - Smartsheet
 - Asana
 - Microsoft Project
 - Office 365
 - SharePoint
- AI/Analytics
 - Generative Artificial Intelligence (AI)
 - Large Language Models (LLMs)
 - Looker
 - PowerBI
 - New Relic
- Design/UX
 - Figma
 - Basecamp

CERTIFICATIONS

- **Project Management Institute**
Project Management Professional (PMP), 2013
Credential ID: 1659494
- **Scrum Alliance**
Certified Scrum Master (CSM), 2015
Credential ID: 529245

EDUCATION

University of Central Florida
Bachelors of Science, 2009
Business Administration

SOMETHING DIGITAL, New York, NY

AUG 2012 – JUN 2014

Boutique design and development agency focusing on building e-commerce platforms, IT Services, and SharePoint development for small and medium size businesses.

Project Manager

Program Management

- Supervised interactive engagements on WordPress, Magento, and mobile platforms including iOS and Android development.
- Performed project kickoff meetings where requirement gathering and brainstorming techniques take place to ensure stakeholder input is successfully captured.

Agile | Scrum

- Facilitated lessons learned meetings following all projects and analyzed feedback to generate takeaways to incorporate into future projects and reduce potential for risks.

PIXAFY, New York, NY

OCT 2011 – JUL 2012

Development agency specialized in website development for small businesses.

Project Manager

Program Management

- Managed the development of 20+ e-commerce websites simultaneously using Magento, WordPress, and Drupal.
- Coordinated project requirements with clients while delivering and maintaining project plans using project management methodologies including Agile and Waterfall.

AMERICAN LAWYER MEDIA, Brooklyn, NY

AUG 2010 – JUN 2011

Integrated media company, providing specialized business news, data, and intelligence across the legal, insurance, and commercial real estate sectors.

Assistant Research Analyst

Data Analysis

- Analyzed county court websites for unique civil law cases to be published using ALM's Verdict Search Publication.

MACRO CONSULTANTS, New York, NY

OCT 2009 – JUN 2010

Capital project management and strategic advisory firm, delivering comprehensive, end-to-end solutions for clients across sectors such as education, healthcare, hospitality, and retail.

Project Manager

IT Program Management

- Assisted senior project managers and interfaced with upper-level Fortune 500 clients to develop and execute business relocation plans including architectural designs, IT infrastructure requirements, and vendor engagement.
- Reviewed corporate IT procedures as well as hardware and software capabilities and advised on potential upgrades.
- Utilized technology resources to improve facility productivity by installing wireless networks, maintaining system servers, and recording technology procedures.

LOCKHEED MARTIN, Orlando, FL

JAN 2007 – JAN 2009

Global aerospace, defense, and security company that designs, develops, and manufactures advanced technology systems for governments and commercial clients worldwide.

JSF F-35 Quality Assurance Intern

Agile | Scrum

- Conducted testing of company software for bugs using QuickTest Pro.
- Worked in an agile environment within the Software Development Life Cycle (SDLC) with four-week sprints and participated in daily scrum meetings.
- Conceptualized and developed test plans to find appropriate solutions to fix bugs in company software.

HOBBIES

- Playing/Watching Sports
- Television
- Movies
- Peloton