

**David Barbella**

Project, Cross-Functional Team  
and Delivery Operations Leadership

[david@barbella.com](mailto:david@barbella.com)

732-299-9201  
Howell, NJ 07731

Highly effective digital agency project, team, and delivery operations leadership (with significant pharma and MLR experience) with a passion for efficiency, continual improvement, and delivery excellence. A true facilitative leader and coach working for the team, fostering a highly collaborative and positive culture with a drive for team and organization success.

While this resume shares high-level relevant capabilities, I'd love the opportunity to discuss and share additional experience, and capabilities towards how I can best serve the team, projects, and organization.

All the best

-David

Email: [David@Barbella.com](mailto:David@Barbella.com)

Phone: 732-299-9201

### Relevant Experience and Capability:

Project, product, team and operational leadership:

- PMI-accredited SR Project Manager adept within traditional, hybrid, and Agile/SCRUM frameworks.
- Successfully led hundreds of digital projects YoY, of various sizes and scopes, from scoping inception through final delivery.
- Facilitative team leadership, guidance, and coaching. Continually fostering team and individual growth
- Consistent leadership, and ongoing improvement across processes, workflows, execution activities, ceremonies, and retrospectives
- Detailed and continually maintained project, program, and portfolio documentation including project plans, work breakdown structures, risk management, resource allocation, budget vs. actual reporting, and financial management
- Clear and concise coordination and communication across multiple projects, resources (internal and external), and stakeholders
- Establishing project, product, team, and business processes, KPIs, and cross-functional workflows
- Utilization, productivity, profitability, and value management
- Leader of geographically distributed teams and partners on and offshore
- Experience in several Project, and Operational Management software platforms (including onboarding and training on new systems)
- Continual process, workflow, and delivery improvement via Kaizen (continual improvement) and ongoing retrospectives

Communications, reporting, and collaboration management across geographically distributed teams, partners, clients, and other stakeholders

- Business Leadership
- Account/Client teams
- New Business/Sales teams
- Strategic and Tactical Planning Teams
- Cross-functional execution teams
- Specialty partners, vendors, and additional resources (on and offshore)
- Clients/customers, end-users, and committees

Client-focused, and client-facing. Representing our team, services, and reputation by instilling trust, and confidence along with a genuinely motivational and enthusiastic presence and personality.

Self-sufficient, proactive, highly positive, good-natured personality leading with clearly communicated expectations, holding ourselves to accountability. Facilitative leadership coach bringing out the best in others as we work together as a team to succeed and grow.

**Relevate Health - Director of Digital Production and Project Management** 2020 - current

Leading the Project Management team while serving as SR Project Manager. Additionally, leading cross-functional teams by applying subject matter expertise, continuous improvement, facilitative leadership and agile management approaches to fortify the team, and author cross-functional workflow SOPs with significant improvement in our process, performance and productivity for delivery excellence.

**Conduit Digital - Managing Director** 2018 - 2020

Led the Project Management team while serving as SR Project Manager. Additionally, leading cross-functional teams by applying subject matter expertise, continuous improvement, facilitative leadership and agile management approaches to fortify the team, create cross-functional workflows, agency SOP's, and significantly improved our service efficiency, effectiveness, and quality of delivery.

Highlight

Recipient of the 2018 "Driver of the Year" award: The Driver award embodies the spirit of proactive, game-changing leadership geared towards driving innovation, and evolution in business, productivity, culture, and growth.

**Lanmark 360 - Director, Agency Services** 2015 - 2018

Led the Project Management team while serving as SR Project Manager. Growing to further lead the cross-functional teams, and authoring operational processes and workflows.

Fostered an agile mindset leading continual improvement (Kaizen), directly engaged and led cross-functional execution, and partnered with tenured management to coach on contemporary agile leadership benefits and approaches. Significantly improved production efficiency, team camaraderie, and quality of delivery

**Ripen - Director, Project Management and Digital Production** 2013 - 2015

Sr Project Manager and delivery team Director, including leadership of the cross-functional teams, partners, and delivery operations.

Successfully refactored the operational and team workflow, processes, tools, reporting, and established an environment of Kaizen/improvement while fostering strong inter-agency and vendor communication, camaraderie, and a highly positive culture.

**Zeta Global / PMX Agency - Director, Project Management and Agency Services** 2008 - 2013

Sr Project Manager with agile leadership of the Project Management team. Providing leadership, and coaching throughout a team of 30+ cross-functional execution and delivery professionals across multiple U.S. and offshore locations.

Successfully refactored the production and delivery operations after the acquisition of 4 companies. Establishing a well-structured and highly productive delivery team with a highly positive collaborative culture.

**Epsilon - Director of Digital and Creative Services** 2001 - 2008

Joined the creative print agency Big Designs to serve as the Sr Digital project manager, and assist in the build-out of the agency's digital services. Digital services quickly achieved a majority of business revenue, ultimately attracting an acquisition by Epsilon's Interactive division.

With Epsilon, leading as Sr Project Manager established the Project Management department. Successfully evolving a small cross-functional delivery team into a robust highly productive team, collaboratively expanding on the agency's digital capabilities.

## Business Strengths

### Delivery Operational Leadership

- Sr Digital Project Manager, with notable pharmaceutical experience
- Highly effective inspirational leader, team member, and solution provider. Advocate of facilitative leadership, continually serving and fostering the team with a drive for lean operations and delivery excellence
- Establishing team and operational processes, KPIs, functional and cross-functional workflows, and communications management
- Utilization, productivity, profitability, and service-value management
- Financial responsibility and P/L management
- Identification, implementation, and evolution of software, systems, tools, and operational automations
- Change and growth management.
- Staffing, Resource, Vendor, and Partner Management on and offshore
- Leader of geographically distributed teams and partners on and offshore
- Leading with continual improvement (Kaizen) throughout people, process, productivity, performance, quality, and profitability
- Driver of positive culture, fostering a motivational atmosphere of communication, collaboration, camaraderie, passion and growth.

### Cross-Functional Team Partnership

- Creative Services: Brand Strategy, Digital and Print Design, Animation, Video
- User Experience: Research-Based, Data-Driven, and Psychology-Influenced strategy
- Copy and Editorial
- Development: Web, CMS, eCommerce, Software Applications, and SaaS Products
- Project Management: Traditional, Hybrid, and Agile Methodologies. Team building, workflow and process creation, delivery excellence
- Agile Operations, Iterative Development, and Scrum Leader: Management of Process, Teams, Artifacts, and Ceremonies
- Product Management (Digital): Research Based / Data-Driven (Quantitative, and Qualitative) Leadership, VOC and Business Prioritization Management, Value-based Backlog Management, Stakeholder and Cross-Functional Team Communications and Engagement
- Social, PPC, Email, and Inbound Marketing strategy
- SEO Strategy and Implementation across Keyword Research, Copy and Content Generation, and Development Best Practices
- Account/Client Services and Relationship Management
- New Business Prospecting and Acquisition