

# David Barbella

Cross-Functional Team, Project Management,  
and Operational Leadership

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Offering 25 years of highly effective cross-functional team, project, and operational leadership with a passion for efficiency, continual improvement, and operational excellence. A true servant-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

## Relevant Experience and Capability:

### Team, Project, and Operational Leadership

- Highly effective and inspirational leader, team member, and solution provider. Advocate of servant leadership, continually serving and fostering the team with a drive for communication, camaraderie, efficient operations and effective delivery excellence
- Team leadership via fostering, coaching, and aligning all teammates to perform their best with a clear sense of purpose and well-communicated goals, responsibilities, and accountability. Unified and driven by highest business value and priority
- PMI accredited Project Manager adept within Agile/SCRUM and Waterfall frameworks.
- Agile Product Management, Scrum, and Kanban Leadership
- Building, Growing, and Leading of Project Management, and Cross-Functional teams and operations
- Establishing team and operational processes, KPI's, 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 (Including 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 Leadership and Agency Service Delivery

- Project Management: Agile/Scrum, and Waterfall Methodologies. Team building, workflow and process creation, delivery excellence
- Creative Services: Brand Strategy, Digital and Print Design, Animation, Video, AR, VR
- User Experience: Research-Based, Data-Driven, and Psychology-Influenced strategy,, persona targeting, testing, and engagement
- Copy and Content Generation.
- Development: Web, Mobile, CMS, eCommerce, Software Applications, and SaaS Products
- 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, Backlog Management, Stakeholder and Cross-Functional Team Communications and Engagement
- Digital, Social, Email, and Inbound Marketing: Including Marketing Automation
- 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

## Traffic Builders Marketing Agency - Managing Director 2018 - current

Lead the project management group , cross-functional team and production operations as hands-on director and coach applying subject expertise, continuous improvement, with servant leadership and agile approaches to support the team, create cross-functional workflows, agency-wide communication process, and significantly improving the service efficiency, effectiveness, and delivery quality.

- Team Leadership: 16 direct reports (Director, Sr Manager, Manager, and Associate levels). 40 indirect reports via operational leadership
- Productivity: Established the team operational KPI's, maintaining an average associate billable utilization of =>80%, with overall resource value utilization ~90%
- Profitability: Through refining existing process, and authoring new efficient/effort-saving processes, increased average deliverable profit margin >40% overall (lifting certain teams from negative profitability)

### 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 - Vice President, Agency Services 2015 - 2018

Lead the project management group , cross-functional team and production operations. Fostered an agile mindset leading continual improvement (Kaizen), partner with tenured management to coach on contemporary agile leadership benefits and approaches. Significantly improved production efficiency, team camaraderie, and quality of delivery

- Team Leadership: 10 direct reports (Sr Director, Director, Manager, and Associate levels). 18 indirect reports via operational leadership
- Productivity: Established the team operational KPI's, maintaining an average associate billable utilization of =>75%, with overall resource value utilization ~90%
- Profitability: Through refining existing process, authoring new efficient/effort-saving processes, and coaching the organization on contemporary team leadership and department management, increased average deliverable profit margin >25%

## Ripen eCommerce - Managing Director 2013 - 2015

Operational, hands-on cross-functional team and project management leadership. Successfully refactored the organizations operational and team workflow, processes, communications management, tools, reporting, and established an environment of Kaizen (continual improvement) while fostering camaraderie, and a highly positive culture. Established several resource, vendor and partner relationships to expand production services and optimize time-to-delivery across the board.

- Team Leadership: 8 direct reports (Sr Manager, Manager, and Associate levels). 14 indirect reports via operational leadership
- Productivity: Established the team operational KPI's, maintaining an average associate billable utilization of =>75%, with overall resource value utilization ~90%
- Profitability: Through refactoring the team operational and execution environment, followed by continual retrospective and improvement increased average deliverable profit margin >23%

## Zeta Global - Vice President, Agency Services 2008 - 2013

Leadership of the project management group , cross-functional team and production operations as the hands-on director and coach producing and delivering the full spectrum of agency marketing, advertising, and SaaS product services across a wide variety of high profile brands.

Successfully refactored team operations after the simultaneous acquisition of 4 companies, establishing a well structured and high-performing operational organization and team, with a highly collaborative positive culture.

- Team Leadership: 45 direct reports (Sr Director, Director, Sr Manager, Manager, and Associate levels) across multiple US and offshore locations. Coach to colleague line-of-business leaders fostering collaborative leadership, and agency operational excellence.
- Productivity: With initially unregulated team leadership, process, or reporting; established the team workflow, process, KPI's, and reporting methods (revealing low resource utilization and profitability). Through optimization of resources, partners, process, continual retrospective and improvement, achieved an average associate billable utilization of =>80%, with overall resource value utilization ~90%
- Profitability: Through refactoring the team resources, and operational environment, followed by continual retrospective and improvement increased average deliverable profit margin ~40%

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

Joined the creative print agency Big Designs to build out the digital creative and development service capabilities. Digital services quickly achieved majority of business revenue, ultimately attracting an acquisition by Epsilon's Interactive division.

With Epsilon, successfully evolved a small creative and development team into a robust, highly productive team, while expanding on the team's capabilities. Established the Project Management department, integrated throughout the agency services and lead the cross-functional team across multiple U.S. and offshore locations while fostering a highly positive and collaborative culture.

**Monmouth Internet & Tomar Digital** 1993 - 2001

Team leadership and senior execution across Project Management, UX, Creative, Content Generation, and Development.