

# BRENDAN HARDY

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## PROJECT MANAGER / SR. BUSINESS ANALYST

PRODUCT MANAGEMENT | PROJECT MANAGEMENT | BUSINESS ANALYST | SYSTEM ANALYST |  
QA | OPERATIONS | STRATEGIC PLANNING | PROGRAMMING | SUPPORT | CONSULTING

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### Career Overview

- Sr. Business Analyst and PM with extensive decision-making experience in agile environments.
  - Experienced liaison between business stake-holders and development teams.
  - Able to create, synchronize and drive project deliverables including project initiation, user stories, use case analysis, BRD, functional and technical specifications, test plans, procedures and UAT.
  - Communicate effectively at all levels and across all functional areas of an organization.
  - Agile /Scrum experience working with development teams on delivering digital marketing experiences for large consumer websites.
  - Design, manage and implement email and social marketing programs for large consumer websites.
  - Managed projects and initiatives for major Federal and Civil Government biometrics programs.
  - Performed extensive analysis, support and development leadership for integrated enterprise systems.
  - Successful record of planning, system analysis, creative problem solving and effective engineering support.
  - Seasoned team-builder who has motivated professionally diverse teams to consistently high service standards that met and exceeded customer expectations.
  - Proven technical management expertise in training, support, and implementation of critical enterprise production environments for information, communications, and marketing systems.
  - MBA - Global Management.
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### Career History & Highlights

#### **SR. BUSINESS SYSTEM ANALYST – AIM Consulting** (Feb. 2013 – Present)

##### **Consulting at Alaska Airlines – Strategic Execution – Seattle**

I am engaged with Alaska Airlines providing analysis, system modeling and design to support the ongoing development and implementation of their crew management system.

#### **BUSINESS SYSTEMS ANALYST** (Nov. 2011 – Jan. 2013)

##### **e-Dialog, Inc. (eBay) - Bellevue**

I was responsible for capturing, interpreting and documenting customer requirements. In an agile environment, I bridged the gap between business as well as with development teams delivering solutions capable of fulfilling the customer's digital marketing needs. I provided expertise to clients on strategies, tactics and day-to-day operations for implementing marketing initiatives, integrating tools the client used, and analyzing the data that drove them.

- Liaison between business stake-holders and development team. I bridged the gap between business and technical requirements.
- Built use cases and process flow diagrams to support the BRD and functional specifications which I wrote.
- Captured and wrote business requirements and technical solution specifications for complex email, social media and SMS cell-phone marketing campaigns.
- Managed multiple large client projects simultaneously under tight deliverable deadlines while exceeding customer expectations.
- Performed data analysis and wrote SQL queries to support functional and technical documentation for development and reporting dashboard metrics.
- Lead on integrating Adobe Omniture to augment web analytics from email marketing campaigns.

## **SR. SYSTEMS ENGINEER / SR. BUSINESS ANALYST**

**(May 2009 – Nov. 2011)**

### **MorphoTrak, Inc. – Seattle**

*Civil Business Unit* - Tasked with systems analysis and engineering support on the North Carolina next generation secure driver license program.

- Liaison between teams and lead workshops with the State to identify and clarify needs and technical requirements.
- Developed the requirements definition documentation for customer sign-off.
- Developed initial draft of the system overview documentation for the project.
- Developed detailed subsystem documentation for various components that were integrated into the solution (address verification, anti-fraud, skills and road testing solutions, web portal).
- Developed detailed design documentation for a new customer facing web portal for use by citizens of North Carolina to interact with DMV services.
- Created prototype of web application using .NET and C# technologies.
- Prepared RFP and SOW to be presented to selected vendors for the development of the web portal.
- Coordinated efforts between geographically dispersed teams, including those in France, on documentation preparation and delivery to both the client and development teams.

## **SR. PROJECT MANAGER**

*Federal Business Unit* - Tasked to drive implementation of the FBI next generation fingerprint identification system. Also, I managed delivery of the Latent Fingerprint and Palmprint trade study benchmark activities.

- Worked with program integrator (client) to identify and clarify needs and technical requirements.
- Set priorities and deadlines.
- Communicated issues and resolutions.
- Communicated client needs to technical teams to help set engineering objectives.
- Implemented creative solutions that mitigated program risks impacting schedule and deliverables.
- Developed source code Change Management processes that protected vital intellectual property while maintaining strict deliverable deadlines.
- Ensured that sensitive, but unclassified information was protected by only communicating general product requirements to non-approved personnel.
- Coordinated efforts between all MorphoTrak teams, including those in France, to ensure compliance with the Latent Fingerprint and Palmprint trade study requirements and delivery schedule.
- Managed and contributed to the development of major IAFIS RFP responses.

## **SR. BUSINESS SYSTEM ANALYST – Chameleon Technology Consulting at Safeco Insurance – Product Systems – Seattle**

**(Sept. 2008 – Dec. 2008)**

Engaged at Safeco Insurance Company in Seattle as a Sr. Business Analyst working in the Product Systems group supporting Personal Lines of Business.

- Provided effective analysis that was used to develop functional requirements and rules for the Personal Lines of Business Quote and Issue web product. Worked with Subject Matter Experts to ensure business requirements were defined, understood and fit into the overall scope of the project.
- Developed UI design and prototypes for new and existing functionality.
- Integrated CA Clarity as a highly visible management tool in support of the project. Used time tracking and resource management modules to monitor resource expenses on the project and to determine and maintain the correct resource allocations.
- Provided Project Management support by collecting and documenting resource planning estimates in CA Clarity that were presented to governance for resource allocation approval during budget creation.
- Provided mentoring on agile methodologies and RUP as it pertained to Safeco's development process. Championed the adoption of agile methodologies by taking the lead in iteration planning, daily stand-up meetings, end of iteration meetings. Also, help manage the backlog by working with product owners to define and prioritize requirements.
- Managed Rally, an agile requirements management software tool based on RUP methodologies.
- Rapidly integrated into the project team developing new functionality for the Quote & Issue product. Quickly learned new systems applicable to the insurance industry.

**SR. BUSINESS SYSTEM ANALYST - Sage IT Services****(Nov. 2007 – Aug. 2008)****Consulting at Alaska Airlines - Cargo Business Systems – Seattle**

Engaged with Alaska Airlines providing analysis, documentation and software designs that support the process improvements and software application development necessary to meet and exceed the defined key performance indicators for flight completion, on-time performance, profitability, and customer satisfaction.

- Conducted extensive research, analysis and interviews with a large diverse stakeholder group to accurately gather the information needed to create business and functional specifications for various operational and business systems.
- Created business, functional and UI specification for the development of a web-based .NET application for a dangerous goods checklist that complies with both IATA and CFR regulations. The application allows users to quickly, accurately, and legibly complete the dangerous goods checklist.
- Created a working prototype of the checklist application in Visual Studio.
- Created the business, functional and UI specifications for the development of a new Notification to Pilot (NOTOC) application and methods that integrated with aircraft on-board ACARS system to notify pilots of dangerous cargo being carried, thus increasing the safety of all flights.
- Created business, functional and UI specifications for the enhancement of the enterprise cargo management software application (cargoSPOT).
- Provided training materials and conducted user training.
- Maintained project artifact repository on the Business Systems group Wiki (Openwiki).
- Maintained issues, risks and mitigation log database in Mantis.
- Wrote the project charter for Alaska Airlines Security and Screening initiative.

**PROJECT / PROGRAM MANAGER - Genoa****(Jan. 2001 – Oct. 2007)****Tideworks Technology – Professional Services – Seattle**

Project/Program Manager for a comprehensive enterprise-wide non-containerized terminal operating system. The system provides global marine terminal operators with the tools they need to manage real-time cargo inventory, import and export transactions, receiving and delivery operations, financial functions, statistical reporting, and Web-based customer service. EDI, XML, and other Internet-driven technologies allowed exchange of data to customers, trading partners and government agencies.

- Managed all projects, initiatives and implementations for the enterprise terminal management system and accompanying web services. The system integrated functionality for inventory control, import and export, shipping and receiving, POS, accounting, maintenance and repair, wireless communications, reporting and web portals for customer support and dashboard analytics.
- Provided implementation leadership of Asset Management, Resource Management and Maintenance & Repair modules within Genoa cargo terminal management system.
- Provided strategic planning and direction for the development of the product.
- Developed SharePoint intranet portals for the Professional Services group to share and collaborate on program assets. Implemented SharePoint design objects and services to facilitate document control, publish the release project calendars, and broadcast internal product alerts and notifications.
- Responsible for evaluating and determining the relative priority of enhancements and bug fixes in the backlog and coordinating release schedules and implementations using SharePoint.
- Created product roadmap.
- Created and maintained project charters, plans and work breakdown structures for projects.
- Created and maintained resource plans for projects. Documented project expenditures for both offshore, onshore and vendor activities.
- Maintained issues, risk and mitigation/resolution logs for all project initiatives.
- Communicated and facilitated regular meetings with a diverse development team and multiple stakeholders to resolve issues and mitigate risks during the course of project execution.
- Provided analysis and development leadership for customer driven requirements.
- Created requirements for integrating resource planning functions into the terminal management system.
- Perform project support and quality assurance for system enhancements and new development.
- Developed and implemented a company-wide Billable Expense Reporting process, integrating current business procedures that resulted in the efficient process for capturing billable expenses and services.
- Conducted analysis and developed business specifications to integrate and export accounting data from a RS6000 Operations platform to an AS400 Administrative platform.

## SENIOR SUPPORT ENGINEER

(Nov. 1999 – Dec. 2000)

### Navis LLC – Oakland

Provided first tier technical support in a dynamic, market-leading software company. I used my expertise and understanding of the product, systems, and programming techniques to communicate with clients and solve problems with respect to the client's concerns, business requirements and implementation.

- Owned responsibility for relationships and technical support of three major clients, American President Lines, Karachi Int'l Container Terminal, Pakistan, and Nava Sheva International Container Terminal, India.
- Tracked and managed client issues and maintain data integrity for an Issues Database tracking system.
- Developed test plans and use cases for the Quality Assurance of software development.
- Generated revenue by creating work orders for enhancements and license amendments.
- Provided 7x24 critical issues support on a rotating basis.
- Interact with clients so as to better understand their business and convey clients' business requirements to programming staff in order to facilitate programming development and changes.
- Remotely and through site visit's, installed and notified clients of fixes and enhancements.

## OPERATIONS MANAGER

(Jan. 1990 – Oct. 1999)

### American Seafoods Company – Seattle

Selected to direct, manage, and captain the dynamic "flag ship" production operation for this market-leading international seafood producer with customers throughout the world:

- Owned responsibility, managed and supervised a \$40M state-of-the-art production platform which accounted for 20% of total company production.
- Oversaw the production of \$200-300K of finished frozen product daily.
- Oversaw and conducted the ongoing training of 160 employees. Set and monitored performance standards and operating procedures.
- Increased production and overall operational efficiency.
- Coordinated operational teams during government-sponsored research projects.
- Conducted negotiations with operations representatives from Chilean and Russian joint venture partners.
- Reduced injury claims 20% by developing a safety incentive program that was adopted company-wide.
- Identified governmental enforcement issues and facilitated responses that saved over \$200K in fines.
- Interpreted relevant environmental and safety laws and integrated them effectively as highly visible operational elements.

## Additional Experience

### Computer Experience:

- SharePoint, MS Visual Studio, Borland C++ Builder/Delphi, Oracle Development, PL/SQL, MS Office, Project, Visio, FrontPage, Daptiv, Merant PVCS Tracker, Merant Version Manager, Remedy, Rally, CA Clarity, Open Workbench, Wireless Devices: Psion/Teklogix, Symbol, Intermec, Zebra Printers

### Other:

- Lieutenant - US Navy Reserve / Merchant Marine Reserve (Honorably Discharged)
- Board of Directors, Sister Schools. Sister Schools is a 501(c)(3) non-profit organization teaching compassion, service and social responsibility by partnering students in donor schools with children in need. <http://www.sisterschools.org>

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## Education

MBA - Global Management  
University of Phoenix, San Francisco, 1999

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BS - Nautical Industrial Technology/Business Administration  
California Maritime Academy, Vallejo, CA, 1988

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University of California, Berkeley Extension  
Oracle Application Development Certification, 2000