

BRENDAN HARDY

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MARITIME EXECUTIVE LEADER

EXECUTIVE LEADERSHIP | MARITIME TRANSPORTATION | MARINE TERMINAL MANAGEMENT | PROGRAM MANAGEMENT | STRATEGIC PLANNING | OPERATIONS | COMMUNICATION | CONSULTING

Career Overview

- Ship Captain (5K GRT Master, Chief Mate – Unlimited)
 - Successful record of planning, operations management, creative problem solving and effective leadership
 - Seasoned team-builder who has motivated professionally diverse teams to consistently high service standards that met and/or exceeded customer expectations
 - Extensive leadership and decision-making experience
 - Effective communication and relationship building skills
 - Experienced liaison between business, operations, development and vendor relationships
 - A leader in creating, synchronizing and driving program deliverables
 - Managed projects and initiatives for major federal and civil government security programs
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Career History & Highlights

PRODUCT MANAGER

(Feb. 2013 – Present)

Alaska Airlines – Strategic Execution – Seattle

Provide enterprise systems analysis, modeling and design that supports the development and implementation of crew, administrative and operational systems for the airline. Additional roles have included project manager, program manager, business analyst, systems analyst and consultant.

- Lead local and distributed development and test teams that enhance and maintain key operational and administrative systems in support of 1,500 pilots and 7,000 flight attendants
- Establish, communicate and track objectives and key results to measure effectiveness and performance of resources and deliverables for highly visible company initiatives
- Identify and report on industry trends, solutions and best practices that impact business needs
- Manage business stakeholder and vendor relationships

SR. BUSINESS SYSTEMS ANALYST

(Nov. 2011 – Jan. 2013)

e-Dialog, Inc. (eBay) – Bellevue

Lead for capturing, interpreting and documenting customer requirements for complex email, social media and SMS cell phone marketing campaigns. Maintained alignment of business stakeholder digital marketing needs and development teams.

- Managed multiple large client projects simultaneously under tight delivery deadlines while exceeding customer expectations. Major clients included: PayPal, Harrah's Entertainment and Fandango Media

SR. PROJECT MANAGER / SR. BUSINESS ANALYST

(May 2009 – Nov. 2011)

MorphoTrak, Inc. – Seattle

Supported Civil and Federal Business Units – Executed systems analysis and engineering support for the North Carolina next generation secure driver license program. Drove implementation of the FBI next generation fingerprint identification system. Managed delivery of the Latent Fingerprint and Palmprint trade study benchmark.

- Conducted stakeholder workshops to identify business needs. Delivered the new secure DMV solution.
- Developed a change management process that protected vital intellectual property in a highly secure environment

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SR. BUSINESS SYSTEM ANALYST – Chameleon Technology

(Sept. 2008 – Dec. 2008)

Consultant at Safeco Insurance Company – Seattle

Supported the Personal Lines of Business product development for insurance agents.

- Rapidly integrated into the project team and provided effective analysis for developing a new Quote & Issue product for over 1,000 agents
- Maintained accurate resource effectiveness reporting for budgeting purposes

SR. BUSINESS SYSTEM ANALYST - Sage IT Services

(Nov. 2007 – Aug. 2008)

Consultant at Alaska Airlines - Cargo Business Systems – Seattle

Provided analysis, documentation and software design for process improvements and software development of hazardous goods handling onboard aircraft that complies with IATA and CFR regulations. Wrote the security and screening project charter for hazardous goods handling supporting over 1,500 pilots.

PROJECT / PROGRAM MANAGER

(Jan. 2001 – Oct. 2007)

Tideworks Technology – Professional Services – Seattle

Project/Program Manager for a comprehensive breakbulk terminal operating system for global marine terminal operators.

- Provided strategic planning and direction for the development of the product
- Communicated effectively with a diverse distributed development team and multiple stakeholders to resolve issues and mitigate risks during project execution
- Developed and implemented a company-wide billable expense reporting process for projects that resulted in 100% accuracy in accounting of services

SENIOR SUPPORT ENGINEER

(Nov. 1999 – Dec. 2000)

Navis LLC – Oakland

Provided first-tier technical support in a market-leading marine terminal software company. Leveraged my maritime business expertise, knowledge of the product, and programming skills to communicate with clients and solve problems with respect to their business needs.

- Owned responsibility for relationships and technical support of three major clients, American President Lines, Karachi International Container Terminal, and Nava Sheva International Container Terminal

SHIP CAPTAIN

(Jan. 1990 – Oct. 1999)

American Seafoods Company – Seattle

Selected to captain the "flagship" production operation for this international seafood producer.

- Captained a state-of-the-art production vessel which accounted for 20% of total company production
- Oversaw the production of \$200-300K of finished frozen product daily
- Managed and conducted recurrent training for 160 employees. Set and monitored performance standards and operating procedures
- Coordinated operational teams during government-sponsored international joint-venture research projects
- Developed a safety incentive program that was adopted company-wide, and reduced injury claims by 20%
- 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

Leadership & Volunteer Experience:

- Lieutenant - US Navy Reserve / Merchant Marine Reserve
- Presenter at the International Break-Bulk conference – Breakbulk Terminal Operating Systems
- Member of the Business Resource Groups (BRG) for Air Group Black Employees, Allies and Advocates
- Serve on the Board of Directors, and President of the Carleton House HOA

Technology Platforms:

- MS Office Suite, SharePoint, MS Visual Studio, C#, JQuery, Javascript, Oracle Development, PL/SQL, PHP, HTML, CSS, Cloud & Webservice architecture, ADO, Github, Agile and Scrum methodologies
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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
Oracle Application Development Certification, 2000