

LADD BOSWORTH

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PROJECT MANAGEMENT / BUSINESS ANALYST

*Domestic / International
Multiple Locations*

**Leadership ~ Global Communication ~ Solution Strategy Planning ~ Operations
Product Management / Launch ~ Negotiations ~ Problem Resolution ~ Usability Principles
Cost Control ~ P&L ~ Customer Relationship Management ~ Cross-Functional Teams
Web Design / Metrics / Services / Content ~ Resource Management ~ Training
Best Business Practices ~ Statistical / Business Analysis ~ Policies and Procedures**

- ❖ A creative, results-oriented professional with extensive experience in planning and managing projects from concept to implementation. Led major projects and implemented content management migration.
- ❖ Demonstrated skills in business analysis, change management planning, design, development and implementation of process and technical solutions. Business problems include program and project management methodology refinement for integration of new solutions for clients.
- ❖ Unique experience and proven skill in translating and negotiating between technical and business units to analyze, define and ultimately satisfy customer requirements.

CAREER SUMMARY

Arrow Electronics, Inc., Denver, Colorado

Aug 2000 to Mar 2008

Fortune 200 company distributing electronic components and computer products globally. Annual revenue of 16 billion and 12,000 employees.

Global Web Operations Manager – Nov 2004 – Mar 2008

- Evaluated customer needs, competitive landscape, marketplace opportunities and translated them into product requirements and specifications.
- Enhanced customer satisfaction and usability of the websites by conducting formal usability testing and implementing the suggested changes.
- Analyzed statistics and site traffic data to report on user-preferred content and stories posted on our intranet and/or extranet site. Resulted in increased traffic and visibility of corporate communications.
- Restructured business processes and eliminated redundant systems to reduce operating costs for both intranet and extranet by \$200K (from a combined budget of \$1M).
- Marketed the new site outline to employees on coffee tumblers and weekly e-postcards, held training sessions demonstrating the new features and benefits of the site, thus reducing the “panic” around rolling out new technology to the employees.

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(Career Summary Cont'd.)

Intranet Content Manager - Mar 2003 – Nov 2004

- Responsible for the day-to-day functioning and strategic vision of the corporate intranet.
- Strengthened the user experience by reviewing all content posted to the intranet and maintaining a consistent look-and-feel.
- Directed applications development teams (programmers) on functionality and design of new intranet applications.
- Coordinated the intranet contributors from six different international regions to ensure content is posted/updated regularly.

Web Designer - Aug 2000 – Mar 2003

- Negotiated and implemented the design for the company's new intranet site.
- Identified appropriate content for the launch of the intranet, prioritized content for conversion and posting to site prior to launch.
- Wrote the Intranet Style Guide, documenting all standards and processes for Intranet design and content.
- Trained new intranet contributors in basic web design, page layout and site organization.

Web Designer / Principal, Denver, Colorado

Jan 1999 to Aug 2000

- Focused on delivering effective websites for small businesses.
- Brought an inexpensive, simple, clean approach to web marketing.
- Managed all aspects of business including recruiting clients, defining project requirements, design, and accounting.

TECHNICAL SKILLS / CERTIFICATIONS

Adobe/Macromedia Dreamweaver / Contribute / Flash / Fireworks
HTML ~ CSS ~ JavaScript ~ Interwoven Teamsite ~ WebTrends
Adobe PhotoShop ~ Quark Xpress
Microsoft Office Suite
Blogs ~ Social Networking ~ Threaded Messaging Systems
Windows XP ~ Macintosh OS
Lean Six Sigma Green Belt **2006**
Web Design World: Design, Strategy & Usability **2005**
User Interface Design / Usability Principles **2002**

EDUCATION

B.A., Colorado College, Colorado Springs, Colorado **1998**