MELANIE MCSALLY

857-264-1856 • mmcsally@wyzetribe.com

PROFESSIONAL PROFILE

Experienced executive, serial entrepreneur, and professional public speaker known for increasing productivity, turning around difficult situations, developing high performing cross-functional teams, and solving difficult problems. Respected and trusted IT-professional with a proven track record for bringing diverse groups of people together to accomplish a common goal. Hands-on leader committed to driving innovation through the delivery of high-quality products & services.

AREAS OF EXPERTISE

- Strategic Planning & Direction
- Organizational Design & Planning
- Program Management
- Change Management
- Operations Management
- Product Analysis & Development
- Roadmap Development
- Software Development

- Driving Innovation
- Quality Assurance
- User Experience Design
- Agile & DevOps Implementation
- Building Strategic Alliances
- Relationship Building
- Negotiations & Communication
- Problem Solving & Decision Making

- Client & Vendor Relations
- Building Trust
- Cross-Functional Team Leadership
- Staff Coaching & Mentoring
- Team Building & Recruitment
- Performance Management
- Training & Development
- Creating & Delivering Presentations

PROFESSIONAL EXPERIENCE

CEO & Founder, *WyzeTribe, LLC*, August 2019 to Present

- Routinely develops and delivers digital courses, presentations, and hack-a-summits on a number of technical and business topics, such as Work-Life Balance, Women in STEM, Maximizing Your Profits, Streamlining Your Business, Sales Automation 101, The Power of Mobile Marketing, Moving Your Genius Online, Automated Engagement, Developing High Performing Teams, and Inspiring the Next Generation of Leaders.
- Re-engineered the sales process to optimize the path to profitability. Speaks all over the world teaching businesses how to use this innovative technique. Invented the Hack-a-Summit concept and runs these events quarterly to help business automate their sales process.
- Oversee all client projects from website design and implementation, to workflow analysis and optimization, to digital course and membership system creation, to sales and marketing funnel design and implementation.

Director, Student System Operations, *Berklee College of Music & Boston Conservatory at Berklee*, June 2018 to Present

- Worked with my team of three employees to create a mission, vision, values, and agreements they could feel proud to carry out. Redefined job descriptions, and roles; built a process to increase task and knowledge redundancy; created an intake process and work structure. Created a culture of continuous growth and improvement by modeling desired behavior, including updating team values and agreements, as well as processes and procedures as needed.
- Provide individual mentoring and coaching to bring the best out of each employee and enabled the team to be high-performing. Periodically create and deliver training materials to help employees, learn new or build upon existing skills, in a cost-effective way. Proposed and received approval to on-board a Year Up intern to provide my employees an opportunity to practice coaching and mentoring. Manage the overall performance management process by teaching employees how to write goals using the S.M.A.R.T. system as well as come up with clear metrics for self-evaluation. Develop career paths for the positions on my team as well as an equitable promotion request process. Developed education materials and manage regular trainings to help ensure all Berklee employees are aware of the importance of FERPA and best practices associated with ensuring the security of our student data.
- Overhauled a number of processes to improve the overall student experience. Introduced new collaboration and project management tools as part of this effort. Moved several processes from paper to keyboard. Enabled access

to online schedules and placement exams for a summer program that has an average enrollment of around 1,000 students, creating a time savings of approximately 55-admistrative hours, eliminated a major bottleneck, and improved the overall student onboarding experience.

♦ Run major events, such as semester onboarding for entering students, which consists of building schedules for 200 - 1500 students. Running these events also involves coordinating with departments across the college as well as our Valencia campus, communicating with Berklee Executives, Deans, Chairs, faculty and staff providing clear, concise, and accurate information to ensure the proper stakeholders have updates in real-time.

♦ Act as a liaison between technical and business departments, often translating content between the two to ensure each understands the needs and constraints of the other. Oversee FERPA compliance officer(s) and a team responsible for stewarding student data; working in collaboration with IT to enforce the security and compliance of student data. Frequently write business proposals for technical projects as well as offer suggested strategies for staffing and planning on large projects. Am currently acting as business lead director, as well as SME on several modules of our ERP conversion project from the Ellucian Colleague and PowerCampus to WorkDay.

♦ Sit on several committees including data governance boards, executive boards, and project related committees. Often use committees as a tool to make fast and collaborative decisions on controversial topics. Currently running a campus-wide committee with executives to determine a new strategy for evaluating various proficiencies of incoming students with the goal of removing barriers in the way of students self-registering for courses.

Director, Portfolio & Program Management, *Eze Software*, July 2017 to April 2018
♦ Led the Portfolio & Program Management Office, which included designing the mission, vision, values, and annual goals of the organization.

♦ Managed a distributed team of program managers; provided mentoring and coaching, handled the performance management process, conducted regular one on one and team meetings, and facilitated cross-culture collaboration.

♦ Analyzed, enhanced, implemented and standardized processes across programs, including large scale projects to evaluate, purchase, and rollout a new scaled Agile planning tool and a data analytics and reporting tool.

♦ Introduced a process for cross-organization accountability on value-driven planning and development.

Director of Cloud Services, *Harvard University Information Technology (HUIT)*, 2015 to 2017
♦ Recruited to manage the Cloud and DevOps Program as Director of Cloud Services for my ability to bring diverse groups together to accomplish a common goal, build and successfully deliver on project pipelines and roadmaps, and generate innovative ideas to solve complex problems. Manage three teams comprised of architects, engineers, finance/business personnel that handled all aspects of the department, from defining cost models and cost engineering best practices to architecting and implementing end-state services. Support staff training by collaborating on course content for Harvard IT Academy courses, organized a program-wide Selenium training, and a Harvard University IT-wide Python training.

♦ Created and chaired a committee of the program's major stakeholders to work collaboratively to build a migration pipeline and act as ambassadors of the program to their respective business units. Organized and facilitated an event that brought in industry experts as well as personnel throughout Harvard to bring awareness on Harvard's drive to the Cloud. Created a decision-making process that maintained the drive for IT-wide support on all tool-based decisions, reducing the turnaround time from over six months to less than a month.

♦ Collaborated with senior members of the office of the CTO to identify and solve complex IT problems. Participated in working sessions to perform GAP analysis and identify strategies for major IT projects and initiatives. Facilitated and presented regularly, both internally and externally, at medium to large events regarding Harvard's cloud strategy and the lessons we learnt.

Freshman Academic Advisor (Volunteer), *Harvard University*, 2014 – 2015
♦ Volunteered to be a member of the Board of Freshman Advisors providing advice and support, to advisees as they assimilate into life on campus. Provided guidance to freshman in areas of academics and social adjustment. Assisted students in building a balanced schedule inside and outside of the classroom. Steered advisees towards campus organizations and institutions that could provide appropriate help and guidance.

Manager of Client Relations & Product Management, *Harvard University (HUIT)*, 2012 – 2015
♦ Took over management of a team of 4 software engineers; hired and trained another software engineer as well as a project manager / business analyst to create a diverse and cross-function team of six. Conducted team and one-on-one meetings to keep members on track with performance goals through coaching and mentoring. Transformed the

overall culture of the team to foster collaboration and innovation and improved the team's overall efficiency by reducing their WIP through the adoption of Agile.

♦ Pioneered the use of Agile Methodologies to successfully deliver an administrative tool to manage fundraising efforts and alumni relations for the athletics department. Successfully implemented Agile across a portfolio of 50 diverse applications. Pioneered the implementation of SAFe across the FAS Administrative Applications Portfolio and spearheaded the initiative to put UX and mobile development at the forethought of all application design.

♦ Recruited to act as interim manager of an additional cross-functional team of six because of my ability to build high performing teams, implement Agile across a diverse portfolio, and deliver on project commitments. Responsible for support and enhancements to a portfolio of 45 applications serving the administrative staff of the Faculty of Arts & Sciences (FAS) professional school. For 12 months, managed two Agile teams that developed and enhanced a combined 95 applications across 30 customers. Collaborated with stakeholders and senior staff to develop a comprehensive roadmap encompassing both strategic projects and service requests.

♦ Managed the efforts of two separate teams, whose combined efforts successfully delivered two major projects on time and on budget, while simultaneously supporting the major calendar events of the university and maintaining all production systems. The two projects including re-architecting over 30 applications as part of Harvard's migration to PeopleSoft Campus Solutions Student Information System and performing a major Oracle Database upgrade of another 20 applications.

♦ Served as chairman of the CTO Innovation Workgroup, the Software Standardization Committee's Agile Workgroup. Acted as a participating member of the Student Advisory Board, Harvard User Experience (UX) Workgroup, and the Harvard Women in Technology (WIT) chapter.

Senior Software Engineer, *Harvard University (HUIT)*, 2008 – 2012

Team Lead, Project Manager, & Software Engineer, *BuyerZone, Inc.*, 2006 – 2008

Software Engineer, *PreferredTime*, Inc., 2/2005 – 10/2005

Software Engineer, *Axeda Systems, Inc.*, 2001 – 2005

——— AWARDS & CERTIFICATIONS ———

- ♦ **Lean 6-Sigma Black Belt** (Certification), Tufts University, 2018
- ♦ **Best Use of Agile by a Technology Vendor** (Organization Award), BST Sell-Side Technology Awards, 2017
- ♦ **Harvard Heroes** (Nomination), Harvard University, 2015
- ♦ **Harvard University Information Technology Cup** (Nomination), Harvard University, 2014
- ♦ **Administrative Technology Services Values Award**, Harvard University, 2014
- ♦ **Supervisory Skills Certification**, Cornell University, 2011 – 2012
- ♦ **Faculty of Arts & Sciences Information Technology Project Spotlight Award**, Harvard University, 2011
- ♦ **Focus, Excellence, Integrity, & Enthusiasm Award**, Axeda, 2001

——— PUBLICATIONS ———

- ♦ **$ssets Are Sexy,** Panelist, 2020
- ♦ **Club Escape Virtual Night Club,** Co-Host, 2020
- ♦ **Survive & Thrive,** Speaker, 2020
- ♦ **Inspirational Women in STEM and Tech,** Authority Magazine, 2020
- ♦ **Tackling the Extreme Work Life Balance … During COVID-19,** Authority Magazine, 2020
- ♦ **Connect Summit,** Regular Guest Speaker & Keynote Speaker, 2020
- ♦ **Success Summit,** Regular Speaker, 2020
- ♦ **Unite Summit,** Speaker, 2020
- ♦ **Mobile 2 Money Hack-A-Summit,** Regular Keynote Speaker, 2020
- ♦ **Landmark GITW North America Mastermind,** Guest Speaker, 2020
- ♦ **The Angel & Tina Talk Show,** Guest, 2020
- ♦ **Gemini Advising Mastermind,** Guest Speaker, 2020

- **Media Mastery,** Guest Speaker, 2020
- **Speaker Mastery,** Guest Speaker, 2020
- **Internet Mastery,** Guest Speaker, 2020
- **Inspiration 2020,** Regular Speaker, 2020
- **Brighton Business Builders Monthly Meeting,** Guest Speaker, 2020
- **Small Business Workshop,** Regular Guest Speaker & Panelist, 2019 - Present
- **Business Automation Workshop,** Keynote Speaker, 2019
- **Women Elevation Retreat, Mexico,** Speaker, 2019
- **WIN, Mexico,** Speaker, 2019
- **Residual Mastery,** Regular Guest Speaker & Panelist, 2019 - Present
- **Brand Elevation Boutique,** Regular Keynote Speaker, 2019 - Present
- **Ultimate Wealth Camp,** Panelist & Panel Moderator, 2019 - Present
- **Customer Acquisition Workshop,** Keynote Speaker, 2019
- **Small Business Expo,** Regular Speaker & Panelist, 2019 - Present
- **The Making a Difference Summit,** Speaker, 2019
- **Rainmaker,** Regular Guest Speaker & Panelist, 2019 - Present
- **Success Magazine** September Issue, 2019
- **Vision to Wealth,** Regular Guest Speaker & Panelist, 2019 - Present
- **Think & Grow Rich Tour,** Guest Panelist, Dallas, TX 2019
- **Taking Agile to the Next Level** (Co-authored Blog Article), Eze Software, 2017
- **Cloud Forum** (Presentation), Cornell University, 2016
- **Women in Technology** (Panel Speaker), University of Massachusetts Dartmouth, 2016
- **Cloud Connect** (Presentation), Harvard University, 2016

PROFESSIONAL DEVELOPMENT

- Disruptive Innovation
- Coaching & Leadership in Action
- Universal Manager
- User Experience Engineering
- Public Speaker Training
- Organizational Behavior
- Difficult Conversations
- ITIL Foundations
- Service Mindset
- Sales & Marketing
- Four Core Skills of a Manager
- Agile Foundations & SAFe
- Portfolio Management using Agile
- Smartphone Application Development
- Social Media Advertising

ORGANIZTIONS

- **Nurses Against Violence Unite,** Board Member, 2019 - Present
- **Women Who Code**, Member, 2018 – Present
- **Society of Information Managers (SIM)**, Member of Boston Chapter, 2017 - Present
- **Insight Boston**, Board Member, 2017 - Present
- **USA Triathlon**, Athlete, 2009 – Present
- **Society of Women Engineers (SWE),** Member, 2000 – Present

EDUCATION

- **Tufts University**, Masters of Science (M.S.), Engineering Management, 2016 – 2019
- **University of Massachusetts Dartmouth**, Bachelor of Science in Computer Science, 1998 – 2003