**Kelsey Hart**

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**Senior Program Manager**

Experienced at identifying opportunities, aligning cross-functional teams, and analyzing data to form creative solutions that balance business needs and technical strategies enabling customers to learn and do more.

**Key Skills**

Strategy | Azure DevOps | Prioritization | Data Analysis | ML Scoping | Responsible AI | Power BI | SQL | Executive Communication | Documentation | Demonstrations | Problem Solving | Product Roadmap

**Experience**

**Senior Program Manager** | Microsoft | Remote **March 2022 – April 2023**

* Owned team OKR to increase international customer engagement generating 3 million new Monthly Active Users (MAU) in first 3 months representing 50%+ of annual team goal. Initiated work by building relationships with engineering resources to align competing priorities to translate learning content for new audiences.
* Drove continuous improvement of programs by analyzing web traffic & product data to justify scaling to new markets and conducting experiments through A/B testing; resulting in 10 million new MAU & 50% higher retention.
* Wrote technical specification documents (use case, scope, estimated return on investment, UI/UX, capacity & release planning) and broke down tasks in Azure DevOps, then presented material to product management teams. Engaged with prioritized requests to understand timeline and motivate the team to meet key milestones.
* Built Power BI dashboards to track program impact by writing simple Kusto (KQL) queries to extract, transform, and load (ETL) data into relevant visualizations; used by leadership to distribute multi-million dollar annual budget.
* Managed escalated user feedback and reviewed files & code through GitHub to improve documentation.
* Collaborated to define OKRs and success criteria for new team, adding to the broader organization’s strategy.
* Wrote white paper & scoped Machine Learning cluster model to categorize users based on web traffic patterns in an effort to target groups with more relevant experiences and in-product messaging.

**Technical Program Manager** | Microsoft | Remote **September 2020 – March 2022**

* Managed the integration of an internal MarTech platform (iris) with Microsoft products to enable highly targeted in-product messaging capabilities. Led development teams through scope, build, test, and landing to ship 7 features across OneDrive, Power Platform, and Dynamics. Regularly reviewed and edited code for web API & JSON templates.
* Drove use of new integration features by delivering end-to-end demos for product & marketing teams, resulting in increased user engagement exemplified by 40% retention in Power Apps users.
* Prioritized backlog for semester planning in Azure DevOps, assessing tradeoffs between expanding product capabilities and onboarding new users. Tracked and coordinated the completion of epics & user stories – writing & presenting timelines, escalating blockers, and proactively identifying risks in regular meetings with stakeholders.
* Led cross-functional teams of data science, marketing, PR, and legal resources from requirements gathering through development for all data related product requests. Wrote documentation on use case, design and landing. The released features enabled attribution reporting and improved user segmentation, increasing MarTech product use.
* Facilitated user feedback meetings then wrote proposals for enhanced experimentation & AI features. Collaborated with SMEs to define capacity planning, design UI/UX in Figma, and identify gaps in existing code by reviewing repositories in GitHub. Ultimately, features improved the performance of A/B & Multi-Armed Bandit (MAB) testing.
* Participated in project management of end-to-end development and launch of SaaS offering. Bit.ly/ExtIPM

**Program Manager** | Microsoft | Remote **July 2018 – September 2020**

* Defined learning enablement strategy and created development programs of behalf of the Data & AI Office of the CTO for 1200+ globally distributed engineers, architects, data scientists, and managers by synthesizing information on psychological research, sales forecasting, and executive business requirements.
* Distributed $4 million budget to execute programs, increasing capacity for OSS, Big Data & DevOps services. Achieved 8% YoY increase in Work Health Index, and 6,000+ views of new training content.
* Facilitated quarterly team meetings to conduct story mapping exercises; define epics, features & user stories; and build timeline & release plans. Managed 15+ projects simultaneously in Azure DevOps using Agile methodology. Presented monthly program updates and proposed ideas to regional leaders in Americas, EMEA, and APJ.
* Aggregated data on employee skills & sales demand, labeled data, wrote text classification in DAX, and built a team to create a tool which evaluates an individual’s technical skills, predicts evolving needs for field delivery, and recommends training resources; viewed by 3000 users to make decisions on training, vendor selection, and hiring.
* Worked with instructional designers and engineering SMEs to create online courses, curriculum, and exams covering basics on statistics, Deep Learning, Computer Vision, NLP, and Responsible AI standards.
* Worked with an external customer by conducting skills assessments and writing a proposal for training needs to establish their ML practice leveraging Azure infrastructure, Databricks and Jupyter notebooks. Recommendations helped to resolve escalation on the customer contract in collaboration with sales and delivery teams.
* Presented to rooms of up-to 500 engineers around the world on learning techniques and training opportunities.
* Wrote newsletters and created-short form video content (scripting, interviewing, filming, and editing in Adobe Creative Suite) to share new product capabilities, leadership updates, and delivery process training for engineers.

**Technical Account Manager** | Microsoft | Dallas, TX **July 2015 – June 2018**

* Built trusted relationships with 14+ Enterprise & SMB companies across financial services and technology industries by researching history, mission, and financials then meeting with stakeholders from C-suite through developers. Discovered gaps (gap analysis, needs assessment) and built roadmaps of products and services to support goals.
* Forecasted service contract’s growth to 10% quota, and negotiated contract renewals achieving 15% growth YoY.
* Took masters level course through Harvard University, and attended conferences to learn about psychology of AI, then summarized relevant information in newsletters and presentations for colleagues.

**Support Desk Manager** | Purdue University | Lafayette, IN **May 2014 – June 2015**

* Directly managed staff of 30+; led hiring, scheduling, and employee reviews to maintain quality.
* Updated knowledge base (KB) by reviewing feedback & analyzing data on support tickets, writing new documentation and improving tags in Boolean search system, which increased use of articles to resolution by 20%.
* Worked at call center troubleshooting technical issues spanning networking, authentication & security, and devices.

**EDUCATION**

**Bachelors - Management Information Systems** | Purdue University **August 2010 – December 2014**

**Bachelors - International Business** | Purdue University **August 2010 – December 2014**

**CERTIFICATIONS AND PRESENTATIONS**

**Hosted Green Software Annual Summit**, Green Software Foundation 2022

**DA-100: Data Analyst Associate,** Microsoft Corporation2020

**AZ-900: Azure Fundamentals Certification,** Microsoft Corporation2019

**Data & AI Conference Presenter,** Microsoft Internal Conferences 2019

* AI Readiness Presenter (Miami, Rome & Kuala Lumpur events)

**Hack For Her Winner & Conference Presenter**, Microsoft Internal Conferences 2016

* Built fall-detection algorithm and app for Microsoft Band in Visual Studio Code using C++