

# Edward M. Alonzo, III,

CPM, PMP, SPC, RTE, SA, PMI-ACP, MA

210.452.0462 | Edward.Alonzolll@usaa.com | <http://TheNewE.com>

## Employment

### Family Ministry Director

**Christ the King - St. Anthony** 2010 - 2013

Saw lack of ministries, made proposal to church boards and built, from ground up, program of 20 ministries consisting of 500 people during peak months. Oversaw vision, planning, and execution by diverse teams. Recruited, empowered, and developed volunteer leaders and committees.

### USAA

**Digital Product Manager** 2017 - Current

Driving FASG Digital's SAFe implementation.

Organizing, coming alongside, and training 30+ from an AVP to DPM IIs. Coaching, developing strategy and defining processes.

2018 – Led Omni-channel concept research and development. Facilitated Life Acquisition research with 20+ teams. Co-created and tested member centered digital experiences. Used creativity: increased application completion rate 17% with a few words.

**Creative Designer** 2015 - 2017

Auto Projects included Non-Discretionary, Auto Insurance Redesign (AIR), and Multi-Variant Testing (MVT). In 2016, MVT Increased quote complete conversion rate by 26.8% and sales funnel conversion rate by 24.8% (unofficial SiteCatalyst data). Improved turn around from 2 months to 2 days and invited to be on core team.

### The New E

**Owner/Designer/Developer** 2010 - Current

Likes +372%, reach +255% in month for a client Digital communications, marketing, design and web development projects for diverse clients.

## Summary

Passionate leader able to motivate individuals and groups, seeking a return to Auto. Led and built a program of 20 ministries over three years. SAFe Coach and RTE certified in product and project management. Driving strategy and SAFe transformation in FASG Digital. Innovator with numerous process improvements including: Organizing a last minute workshop with 19 business areas that developed a research-supported 159 epic backlog. Also, collaborated with design and experience partners to reduce a 71 day process to 53 days, saving 24 days.

## Certifications

Certified Product Manager (CPM)  
Project Management Professional (PMP)  
SAFe® 4 Program Consultant (SPC)  
SAFe® 4 Release Train Engineer (RTE)  
SAFe® 4 Agilist (SA)  
Agile Certified Professional (PMI-ACP)  
Strategic Management Performance System  
IC<sup>2</sup> USAA Innovator

## Skills

- Servant Leadership
- Strategy Development
- Ideation/Innovation
- Product Development
- Project Management
- Process Improvement
- SEO/PR/Marketing
- Managing Cross-Functional Teams
- Collaboration
- Design/UX
- Front End Languages/Frameworks
- Modern Web Dev.

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## Education

### Master's in Mass Communication

Web Design and Online Communication program

University of Florida 2014 - 2015

Graduated With Distinction 4.0 GPA

### Studio Art, B.A.

University of Vermont 2009 - 2010

Selected as Top Graduating Artist 3.84 GPA

### Bachelor of Liberal Studies

Iowa State University 2005 - 2009

## Innovation

Redacted

## Awards

Nexus Leadership Award 2016

Aspire Super Volunteer 2016

Toastmasters Best Table Topics x2 2016-17

National Science Foundation Grant 1997

## Work Samples

Portfolio <http://www.thenewe.com/portfolio/>

## Key Educational Insights

### USAA

- Human Centered Design for Owners
- BJ Fogg's behavior design workshop
- IC<sup>2</sup> certification course: Researched rewards led behavior change

## Redacted

Redacted

## USAA Community

### Nexus

2017 Core Team

Facilitated the re-branding from IT to CTDO.

Developed research, work groups, workshops, deliverables, and strategy.

### Aspire

2016 Brand manager/Designer

Developed Brand Identity guide, posters and other deliverables, including items for events.

In 2017, assisted with updating logo to new standards.

### Elevate

Developed new logos for work streams.