# Celeste Dwyer

Agile Project Manager, Agile Coach

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## Summary

Process is a bad word, right? I disagree. I think if done right, it's a wonderful thing. I work with product and development teams to implement a process that works for them. It is my goal to create a system that empowers each and every team member to do what they do best in the goal of building amazing products. The processes I put in place ensure accountability, transparency and efficiency and focuses on building features with the most business value first. The result: get features to users quickly, in order to gain valuable feedback fast, radically reducing wasted time and cost.

I have specialized in agile methodologies and distributed teams. While the Agile manifesto calls for an effective team being in the same room, I have used technology (Hangouts, Google Docs, Slack, Jira, Asana, Join.me, Dropbox, Github etc.), best practices (daily stand ups, retrospectives, open communication, team member empowerment, social engagement) and the most appropriate methodology (Kanban, Scrum, lean development etc.) to create solid, collaborative teams. Despite having success with remote teams, I've used these same principles to advance collocated teams as well. I have been a Certified Scrum Master since 2011.

When not working, I love to cook, ski, snowshoe, hike, golf, kayak or simply chill out with friends. Born in South Africa, I have lived in Australia and London and love to travel. I currently split my time between NYC and Mount Snow, VT.

## Skills & Expertise

- Agile Project Management, Agile Methodologies, Agile Coaching, Scrum, Project Management
- Story Writing, Product Documentation
- Building and managing remote teams
- Quality Assurance, Testing
- Start-ups, Entrepreneurship, Product Strategy
- Managing Web Application and App Development
- Product Development, Rapid Prototyping, MVP Development

## Experience

**Freelance Agile Coach & Project Manager at Celestial Media**
October 2007 -Present (8 years 3 months)

- Agile process implementation
- Agile coaching
- Story writing
- Testing
- Distributed teams

**Project Manager / ScrumMaster and Partner at Arabella**
October 2011 -May 2015 (3 years 8 months)

- Managed distributed teams
- Mentored other project managers on team
- Worked closely with clients to develop user stories
- Managed development team to implement those user stories
- Implemented and managed tools including Jira, Asana, Activity Timeline, Teamspeak

**ScrumMaster & QA Specialist at Solvate.com**
September 2009 -February 2012 (2 years 6 months)
- Implemented Scrum to radically increase efficiency and feature delivery
- Website Testing

**Vice-Chairman & Marketing Coordinator at Celebrate the Valley**

September 2005 -September 2011 (6 years 1 month)

Project Manager for Taste of the Deerfield Valley, a food festival and the Grand Race, a road rally. I also managed all the advertising and marketing including logo design, advertising buys & design, managing the website, facebook profile and more.

**Rentals Manager at SkiHome Realty**

October 2007 -April 2011 (3 years 7 months)

-Office Management - Marketing for Rentals & Real Estate - Manage rentals - Property Management

**President at E-Lounge**

2003 -2007 (4 years) Ran an Internet Cafe and Video Rental store that also provided PC repair, printing, web design and print layout work.

**Product Manager at ValetNoir.com, Inc.**
January 2002 -January 2004 (2 years 1 month)
- Responsible for managing development of website into maturity. - Responsible for translating customer feedback into feature improvements. - Web design and implementation - Setup customer service and client account management procedures.

**Director of Quality Assurance (at formerly HotJobs.com, Ltd.) at Yahoo! Inc.**
January 1999 -May 2001 (2 years 5 months)
- Introduced the concept of Quality Assurance and testing into the product lifecycle of major website and web-based application. - Built QA group from 3 to 10 people. - Worked with other departments to create company policies and procedures for product development. - Provided input to Product Management team for new features and better usability. - Coordinated with Project Management to create timelines, allocate resources and manage project lifecycle. - Instituted QA process using test documentation and teamwork/ mentoring approach. - Implemented bug tracking and change management system (PVCS Tracker). - Mentored team on product developments from a technical and user perspective. - Interfaced with Customer Support, Development and Admin/Networking departments.

**Product Specialist at HotJobs.com, Ltd.**
February 1998 -December 1998 (11 months)
- Primary support contact for recruiting software product - Feature development coordinator - Grey box testing, debugging and HTML fixes - Implemented data integrity for sourcing using SQL - Managed implementation of large scale customized recruiting software - Managed version upgrade development life cycles for website application

## Organizations

**Member of the National Association of Professional Woman**
**Celebrate the Valley, Inc.**
**Mount Snow Valley Chamber of Commerce**

## Projects

**FlashNotes Redesign, college notes marketplace** - July 2012 to November 2012
**BookDogger MVP, social sports betting -** November 2012 to March 2013
**Anotaqui (Webb Brasil) MVP, Brazilian electronic invoice validation app -** October 2012 to March 2013
**Sense Health, patient/healthcare provider communication tool -** February 2013 to February 2016
**Caseify (News Corp) MVP, tool to build multimedia case studies** - June 2013 to December 2013
**MLBAM MVP, form creation tool** - November 2015 to Present

## Volunteer Experience

**Vice-chairman & Marketing Director at Celebrate the Valley -** September 2006 -October 2011 (5 years 2 months)

## Certifications

**Certified Scrum Master**
Scrum Alliance License 143897 June 2011
**Certified Scrum Product Owner**
Scrum Alliance January 2014

## Interests

Skiing, Snowshoeing, Hiking, Golf, Cooking, Friends and walking my dog.