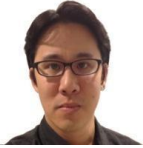


# BRANDON QUAN

## WHO:



### Brandon Quan

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www.linkedin.com/in/bquan

## Primary Roles:

- Content Management System Lead (CMS / WCM / ECM)
- Product Manager, Team Manager
- Content Analyst, Information Architect
- Solutions Architect
- Project Manager, Business Analyst

## Supportive Partner of:

- Content Strategy, Editorial, User Experience
- Product Lines of Businesses, PM's, BA's
- Technology, Developers, QA, Support
- Vendors, Legal and Compliance, Social Media
- Outreach, Marketing and Communications
- SMEs around ADA, SEO, Analytics and more!

## WHAT:

Get the right information to the right people at the right time and place through efficient, iterative content and data supply chain strategies that leverage a transparent and agile Delivery Framework.

## Establish a holistic Product Management Program including:

- Vision, Strategy & Roadmap
- Standards & Guidelines
- Product Management
- Application Integrations
- User Training & Support
- Reporting & Analytics
- Engagement Strategy
- Content Publishing Services
- Project, Production & Release Management
- Content Owner and Publisher Communities
- Knowledge Base with Best Practices, Team References, and Research

## WHY:

- I love being a member of the information ecosystem, and constantly seeking ways to help it evolve.
- I enjoy solving problems quickly through research, collaboration and by leveraging institutional memory, fostering knowledge sharing by applying best practices to the appropriate technologies.
- My 21+ year career dedicated to strategic CMS/WCM/ECM consulting and product management is fueled by an ever-growing passion to enable business users with valuable information management techniques, gaining mastery of the tools that should be simplifying their lives but often aren't.
- Ultimately I aspire to deepen the relationship between content providers and their consumers by delivering relevant, trusted, accessible, timely, and useful content within a rich user experience.

## HOW:

Empower users with intuitive yet robust content management methods to:

CREATE	MANAGE	DISTRIBUTE	OPTIMIZE
Ideate, Collaborate, Author	Organize, Design, Translate	Target, Publish, Deliver	Measure, Analyze, Update/Retire

- Incorporate user needs, SME and partner standards, industry best practices, analytics, enterprise direction, organizational processes, and technology requirements to drive progress.
- Leverage content analysis and object modeling processes to create a business taxonomy-driven 360 degree view of the content and data supply chains and overall information ecosystem.
- Maintain and leverage a source of truth, continually refine content standards and processes, and maximize ROI through information efficiency, transparency and reuse.
- Clearly define business processes using methods that quickly translate to and facilitate automation.
- Ensure objective-driven alignment between Business, Design and Technology through governance.

## WHERE & WHEN:

Customer	Project & Role	Company	Date
Wells Fargo internal	<u>Program:</u> Shared Services for Data Management & Insights Group, focusing on MS SharePoint and Atlassian Jira solutions. <u>Role:</u> <b>Shared Services Lead</b> , Strategy, business and dev lead of a multi-discipline, geo dispersed team, managing end-to-end, full stack portfolio management, strategic alignment, product definition, development, launch and support of solutions.	Wells Fargo	6/19 - 8/21
WF corporate customers	<u>Program:</u> CMS Shared Service, for multiple customer facing web properties, both Wholesale and Enterprise. <u>Role:</u> <b>CMS Product Manager</b> . Lead and SME responsible for end-to-end, top-to-bottom full stack product management and related services & solutions using SDL Tridion.	Wells Fargo	12/13 - 6/19
WF corporate customers	<u>Program:</u> CMS for B2B Extranet content. <u>Role:</u> <b>CMS Product Manager</b> , similar to previous role but expanded external facing Channel. Co-led new enterprise CMS vendor selection project RFP.	Wells Fargo	7/11 - 12/13
WF Wholesale (internal)	<u>Program:</u> CMS Product Management for Intranet. <u>Role:</u> <b>CMS Lead</b> responsible for strategy, services and solutions, including Channel integration, taxonomy definition, content development, content supply chain, and process automation.	Wells Fargo	2/10 - 7/11
WF Wholesale (internal)	<u>Program:</u> CMS for Intranet content. <u>Role:</u> <b>CMS Lead</b> responsible for overall CMS offering and execution of Channel related enhancements.	Wells Fargo	8/07 - 2/10
WF Wholesale (internal)	<u>Program:</u> CMS for Intranet content. <u>Role:</u> <b>Lead CMS Analyst</b> for requirements definition.	Wells Fargo	5/05 - 8/07
WF Wholesale (internal)	<u>Project:</u> EMC Documentum enhancements for the Intranet. <u>Role:</u> <b>Lead CMS Analyst</b> for requirements definition.	Wells Fargo (Contractor)	8/04 - 5/05
Sun Micro java.sun.com	<u>Project:</u> Publishing system and repository consolidation. <u>Role:</u> CMS Analyst, Lead Content Analyst. Content audit and analysis, taxonomy definition, migration plan.	NEC Solutions America	5/04 - 7/04
WF Wholesale (internal)	<u>Project:</u> Documentum implementation including Authoring Templates, and Intranet redesign. <u>Role:</u> CMS Lead, Manual Migration Lead (3-person).	Niteo Partners	11/03 - 3/04
Sun Micro java.sun.com	<u>Project:</u> Content restructure and public site redesign. <u>Role:</u> CMS Lead, Core Developer, QA, Content Auditor.	Niteo Partners	9/03 - 11/03
WF Wholesale (internal)	<u>Project:</u> BEA Portal 8.1 implementation for the Intranet. <u>Role:</u> Business Analyst, Systems Analyst. Information Architecture, Portlet Specs, Content Schema Definition.	Niteo Partners	7/03 - 9/03
wellsfargo.com	<u>Project:</u> Documentum implementation including Authoring (XMetaL) Templates, and public site redesign. <u>Role:</u> CMS Lead, plus Accessibility (ADA), Migration, QA Leads.	Niteo Partners	10/02 - 7/03
Sun Micro java.sun.com	<u>Project:</u> IWOV TeamSite implementation including Authoring Templates and taxonomy integration. <u>Role:</u> CMS Lead, Core Developer, Training Lead.	Niteo Partners	7/02 - 10/02
Cal Fed Bank	<u>Project:</u> IWOV TeamSite implementation including Authoring Templates, and public site redesign. <u>Role:</u> CMS Lead, Core Developer, Training Lead, Migration Team Lead (4-person).	Niteo Partners	4/01 - 5/02
iPlanet.com	<u>Project:</u> IWOV TeamSite implementation including Authoring Templates, and public site redesign. <u>Role:</u> CMS Analyst, Developer, QA Team Lead (4-person).	Zefer	9/00 - 5/01
Prudential Realty	<u>Project:</u> Dynamic PDF Generation for Listings for Intranet. <u>Role:</u> Business Analyst and ASP Developer	Proxicom	6/99 - 5/00
Me	<u>Project:</u> Go to College. <u>Role:</u> Student in Applied Math program, emphasis in Econometrics.	UC Berkeley	9/95 - 5/00