CHISELLE VEGA, PMP®, CSPO®

Enterprise Transformation & Global Digital Platforms Leader

Las Vegas, NV (Remote U.S.) | [redacted] | [redacted] | linkedin.com/in/chiselle

EXECUTIVE SUMMARY

Accomplished Global Digital Program & Operations Leader with 15+ years of experience leading multi-million-dollar portfolios of digital commerce transformations, platform modernizations, and global PMO governance across 27 international websites in 17 countries and 11 languages. Acts as internal Global Product Owner and Strategic Digital IT Roadmapper, leading cross-functional C-Suite steering committees across Global Digital IT, Global IT, Marketing, Regional Business, and Engineering to align business vision, evaluate TCO, and secure executive approvals for enterprise initiatives. Fully bilingual in English and Spanish, directing cross-border European digital operations (Laboratorios Indas, Spain) remotely from the U.S. Proven track record orchestrating complex multi-vendor ecosystems, delivering sub-second site speeds, driving +30% conversion surges, establishing incident response playbooks (Fastly WAF/VCL mitigation & Friday EOD cross-border crisis leadership), and coaching high-performing talent while providing talent development and performance management support.

CORE COMPETENCIES

• Global Platform Strategy: 27 Sites / 17 Countries	• eCommerce Architecture: Adobe Commerce, Hyvä, Salsify	• Talent Development & Mentorship: JDs, PIPs, Hiring
• C-Suite Roadmapping: Digital IT & LMS Platforms	• Digital Footprint Scoping: Multi-Site Ingestion	• Support Ops Triage: 30d → 4d (87% turnaround reduction); 175 → <5
• Multi-Vendor Orchestration: Disparate Teams	• Sub-Second Performance: 4.4s → 873ms Lift	• Emergency Incident Triage & Crisis Leadership

PROFESSIONAL EXPERIENCE

ATTINDAS HYGIENE PARTNERS | Raleigh, NC (Remote) January 2023 – Present

Program Lead (Official Title: Global Digital Project Manager, Team Lead)

Global Product Ownership & Caregivers Spain Expansion ($766K+ Portfolio): Function as Global Product Owner for Laboratorios Indas in Madrid, Spain (managed remotely in technical Spanish), partnering with regional commercial leads to translate business goals into technical feature roadmaps. Architected a B2B digital enablement model on clubdecuidadores.com that bypassed direct-to-consumer healthcare advertising restrictions by empowering pharmacists, doctors, and nurses—powering the commercial platform ecosystem that drives 90% of sales across a $1B+ enterprise market (spanning Caregivers 2.0, 2.0B with $466K executed and active $300K 2027 expansion scope).

HDIS.com $646K Overhaul, Sub-Second Speed & Revenue Lift: Managed the complete $646,565 fixed-price digital overhaul and migration of HDIS.com (St. Louis, MO) to Adobe Commerce Cloud across the entire project lifecycle—from discovery through go-live and post-launch hypercare to full site stabilization. Reduced page load speed from 4.4 seconds down to 873 milliseconds (sub-second execution), powering $3M+ in annual direct consumer sales and driving an 85% surge in recurring online subscriptions by digitizing phone-only workflows.

C-Suite Strategic Digital IT Roadmapping & Enterprise Discovery: Lead multi-department discovery steering committees across Global Digital IT, Global IT, Marketing, Regional Leadership, and Engineering to evaluate architecture integration options, Total Cost of Ownership (TCO), and vendor pricing. Author and present strategic business cases to C-Suite leadership to secure greenlight approvals for an Enterprise LMS modernization, an Enterprise Automated Marketing Platform (replacing GetResponse), and scoping digital footprint integration roadmaps for newly acquired operating entities (such as Italy).

Multi-Vendor Ecosystem & Dependency Orchestration: Orchestrate disparate 3rd-party engineering teams and integration partners with zero prior working relationships across major platform builds—aligning Fiserv (payments), Bank of America (BofA), Halo Security, Adobe, Databot, Salsify PIM, Avalara, Kount, and primary developers (ITG Commerce) under unified Agile delivery cadences.

Multi-Phase LMS Migration & Databot SSO/API Integration: Directed multi-phase LMS digital transformation, executing the Cloud Hosting Environment & Application Migration SOW followed by the Databot Magento-Moodle SSO & API Customization SOW (€16.4K / 214 dev hours). Implemented Single Sign-On (JWT / SAML 2.0), user synchronization, and credit-based access control across 4 professional user profiles.

International Conversion Lift (+30%) & Platform Security: Spearheaded Adobe Commerce platform upgrades (M2.3 to M2.4.5, security patch 2.4.5-p9) and NEU Phase 2 execution across European sites (London, UK; Frankfurt, DE; Madrid, SP), generating a +30% conversion rate increase on the UK eCommerce storefront. Directed vendor-mandated WebDAM EOL remediation to Bynder across 27 global sites, converting 60,000 Salsify asset references across 6,000 products with 60 days of hypercare.

Emergency Incident Triage & Cross-Border Crisis Leadership: Rapidly triaged P1 production incidents, restoring a major European site outage within 1 hour via Fastly VCL blocking rules and setting New Relic Apdex alerts. When a vendor staging DB misconfiguration triggered 95 automated order emails to German customers at 4:00 PM on a Friday EOD—where strict local labor laws barred DE staff from working past 5:00 PM—personally led cross-border response: contained the DB leak, authored CS call scripts, designed a custom automated marketing template, and deployed official customer notifications by 5:20 PM with zero churn.

EU PCI Compliance Governance, DNS Audits & Support SLA Transformation: Pioneered the enterprise's first formal PCI DSS compliance and vulnerability management process across European eCommerce storefronts—remediating active non-compliance risks by instituting automated scanning with Halo Security and directing 3rd-party vendor patch execution to ensure continuous certification. Partnered with IT Security to audit and remediate 700+ global domains and CNAME records, resolving security vulnerabilities with regional market leads and application vendors. Transformed an unmanaged support operation with 30+ day turnaround times into a high-efficiency framework, reducing response times to 4 days (87% turnaround reduction with a 4-hour priority SLA) and eliminating the backlog from 175 down to <5 tickets in 7 months.

Talent Development & Executive Governance Advisory: Coach and develop internal team members and specialists, successfully mentoring the PIM Specialist to take ownership of support operations and triage, elevating her into a confident operational lead. Partner directly with the Director on workforce planning, JD authoring, candidate interviewing, talent acquisition, performance separations, and PIP creation for HR execution.

ONECLICK TECHNOLOGY | Irvine, CA (Remote) March 2022 – November 2022

Senior Program Manager

AI-Powered Digital Platform Delivery & Automated Content Engines: Hired to direct the end-to-end delivery of enterprise real estate platforms built on core AI technology. Led cross-functional engineering, product, and QA teams to integrate custom AI content generation modules, automated CRM workflows, and dynamic lead capture systems.

Agile Governance & Cross-Vendor Management: Standardized Agile/Scrum delivery cadences across technical and business stakeholders, ensuring strict scope control, risk mitigation, and on-time, on-budget delivery across multiple concurrent client engagements.

CAREER TRANSITION & INDEPENDENT BUSINESS OPERATIONS | Las Vegas, NV March 2020 – February 2022

Senior Business & Digital Strategy Advisor

Consulting & CSPO Certification: Managed independent real estate consulting and business operations while completing CSPO credentials and advanced professional development in Agile product strategy and digital transformation leadership.

BALLISTIX | Los Angeles, CA (Remote) June 2014 – February 2020

Senior Sales Process Engineering Consultant

Inside Sales Process Engineering & Multi-Client Transformation: Architected and executed end-to-end inside sales transformations, CRM/ERP workflow integrations, and outbound sales management systems across a diverse global client portfolio in North America, Australia, New Zealand (agricultural seed-for-feed sector), and Latin America (Globofran, Venezuela).

Featured Enterprise Build ($1M Lamar Advertising Engagement): Spearheaded the $1M budget, 7-month national inside sales team build-out for Lamar Advertising ($2B+ media leader, Baton Rouge, LA)—directing talent acquisition, onboarding curriculum, sales campaign creation, and CRM integration from the ground up to establish an operational revenue engine.

Cross-Functional Systems Alignment & Global Team Leadership: Led multi-disciplinary consulting and engineering teams across Los Angeles, Sydney (Australia), and international client sites, standardizing sales process engineering frameworks, executive reporting dashboards, and operational SLAs to improve workflow efficiency.

EDUCATION & CERTIFICATIONS

Bachelor of Science (B.S.) in Business Administration — University of Phoenix
Project Management Professional (PMP®) — Project Management Institute (PMI)
Certified Scrum Product Owner (CSPO®) — Scrum Alliance