

Laura Cannon

207-542-7059

North Yarmouth, ME

laura@lauracannon.com

[linkedin.com/in/lauracannon1](https://www.linkedin.com/in/lauracannon1)

Certifications

- Certified Scrum Master® (CSM®)
- Certified Scrum Product Owner® (CSPO®)
- AWS Certified Cloud Practitioner
- AWS Technical Professional – Partner Accreditation
- AWS Cloud Economics – Partner Accreditation
- Leading Successful Hybrid CloudEngagements (HPE)
- Scrum Alliance Path to Coaching / Systems Coaching Competencies (5 Modules):
 - Professional Coaching
 - Systems Coaching
 - Agile Scaling
 - Sustainability
 - Coaching Leaders

Technical Skills

- Agile & Waterfall Methodologies
- Project Management
- Software Development Management
- Product Management
- Technical Requirements
- Enterprise Solution Design
- User Experience (UX) Design
- Web Development
- Content Management Systems (CMS)
- Software Implementation
- Web Application Design & Management
- Digital Marketing
- Data Architecture
- Design Thinking

Executive Summary

Dynamic and Strategic Leader in Technology and Business Transformation:

With a rich history of leading high-impact projects within prestigious organizations like Hewlett Packard Enterprise and CashStar, Inc., I bring a proven track record of driving innovation, process improvement, and strategic growth across various industries. My expertise encompasses the end-to-end management of complex digital transformation initiatives, implementing cutting-edge web and software solutions, and developing business processes that enhance operational efficiency, client satisfaction, and financial performance.

Demonstrated success includes intellectual property development, with contributions exceeding \$15 million in annual regional sales, and a pivotal role in pioneering digital gifting platforms, establishing market leadership, and facilitating multimillion-dollar growth. Adept at steering cross-functional teams through the intricacies of Agile & Waterfall methodologies, I excel in environments that demand a blend of technical acumen, creative proficiency, strategic foresight, and exceptional leadership. I am driven by a commitment to excellence, innovation, and a client-centered approach to delivering world-class service and transformative business outcomes.

Digital Transformation Champion

Strategic Analytics Architect

Cross-Functional Team Unifier

‘Visionary Leader in Enterprise Transformation: Driving Innovation and Strategic Growth Globally...’

‘Laura exemplifies transformative leadership and strategic innovation in media and business. Her ability to steer complex digital transformations and craft pioneering solutions has consistently enhanced our client value and organizational standing. Her creative and technical acumen and forward-looking vision have markedly boosted our operational efficiency and market stance. Beyond traditional leadership, Laura cultivates an ethos of excellence, teamwork, and perpetual growth, leading to remarkable successes.’

- Former Executive and Supervisor

Professional History

2019 - Present

Senior Project Manager, Advisory and Professional Services Hewlett Packard Enterprise (HPE)

- **Intellectual Property Creation:** Spearheaded the development of over 20 AI & Data practice-related IPs, contributing to an annual regional sales impact of over \$15 million and surpassing revenue targets.
- **Legacy System Modernization:** Led a \$2 million engagement for a Fortune 500 FinServ company to transform legacy data systems into a scalable, secure enterprise-scale modernization program.
- **Strategic Cloud Transformation Initiatives:** Led solution delivery for top enterprise clients, acting as the primary liaison among external clients, vendors, partners, and teams, aligned with HPE’s edge-centric, cloud-enabled, and data-driven strategy.
- **Innovative Strategy Development:** Led implementation of Azure Cloud/Power BI Machine Learning platforms and Big Data transformation strategies, to significantly improve client operational efficiencies and data analytics capabilities.

Technical Skills

- Marketing Strategy
- Change Management
- Graphic Design
- Multimedia Design & Management
- Layout Design
- Adobe Creative Suite
- Final Cut Pro
- Backlog Management

Soft Skills

- Problem Solving
- Leadership
- Communication
- Adaptability
- Multi-functional Team Leadership
- Strategic Analysis & Planning
- Creativity and Innovation
- Strategy
- Knowledge Sharing
- Management
- Client Services
- Entrepreneurship
- Client Communications & Management
- Social Media
- Business Analysis
- Training Delivery
- Requirements Gathering
- Corporate Website Management
- Business Process Improvement

Education

Bachelor of Fine Arts (BFA) in Photography, Video, and Film, University of Colorado, Boulder, CO

Volunteer

- Bayside Neighbors Association
- Chocorua Lake Conservancy

- **Cross-Functional Team Management:** Managed on-shore and off-shore teams through complex projects, utilizing Agile and Waterfall methodologies to tailor project execution strategies.
- **Financial Performance Optimization:** Improved margins by effectively managing risks and optimizing staff allocations and resources, enhancing project financial outcomes.
- **Data Modernization Strategy:** Managed the comprehensive upgrade of legacy systems for a Fortune 100 company, dealing with over 2,000 tables/views across 24+ databases for a multi-year initiative.

2013-2019

Independent Consultant

Laura Cannon Media & Technology

- **Business Consulting Excellence:** Delivered high-impact strategy, analysis, content creation, and management consulting across platform development and marketing communications for prestigious clients like CIEE and Pop!Tech.
- **Innovative Platform Development:** Drove development of a complex open science community platform from concept to MVP, integrating diverse inputs from C-suite to engineers for an early-stage startup.
- **Community Engagement & Storytelling:** Directed CIEE's Global Media Center to leverage user-generated content for authentic storytelling and increased community engagement.
- **Process Optimization and Strategy:** Provided key process analysis and strategic guidance for a leading international education nonprofit, optimizing new processes and investments to align with business and MarComm's goals.

2008-2013

Director of Client Services

CashStar, Inc.

- **Strategic Leadership and Company Growth:** Actively participated in the senior leadership team that escalated a tech start-up from inception to market leader, successfully raising over \$26 million in venture capital and private investments. Instrumental in the strategic decisions that led CashStar to issue \$2 billion in digital gift cards, culminating in a lucrative sale of \$178 million.
- **Process Development and Brand Onboarding:** Orchestrated the launch and integration of a pioneering eCommerce application for over 50 major brands, standardizing processes and setting industry standards.
- **Design-Led Client Solutions:** Developed bespoke client solutions that integrated seamlessly with existing brand strategies, elevating the visual and functional aspects of digital gifting experiences to meet diverse client needs and achieving hundreds of millions of dollars in annual sales within five years of product launch.
- **Brand Partnership and Creative Campaigns:** Collaborated with major brands to create unique, co-branded marketing campaigns, leveraging digital gifting technology to drive sales beyond conventional retail periods, grow customer engagement, and expand market reach.

2003-2005

Marketing Manager

Outward Bound

- **Brand Identity and Campaign Management:** Spearheaded a comprehensive campaign revamp, aligning multiple schools' marketing efforts with new primary brand during a major reorganization.
- **Marketing Strategy Overhaul:** Co-managed the redesign of marketing plans for four programs, enhancing focus on high-value courses and boosting enrollment through strategic analysis and planning.