Soraya Bittencourt

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OBJECTIVE

Deliver added value to internal or external customers. Enhance, design, deliver products and/or services that make a difference to users. Use my core competency in technology, program management, consumer experience, personalization, devices and e-commerce to deliver tangible results.

KEY ACCOMPLISHMENTS:

Program Management – Strategic Planning – Global Partnerships – Enterprise Implementation
Twenty years managing teams, implementing enterprise solutions and delivering internet and mobile applications. Career highlights include concept, development and delivery of Expedia, AOL e-Commerce RESTful APIs, Wallet and digital delivery subscription engine. Created a platform for Nutrihand Inc., that links professionals and clients to deliver healthcare over the internet and mobile devices. Enterprise choice of vendors and successful implementation of Financial Applications, Learning Management Systems and Contract Management Lifecycle Solutions.

CORE COMPETENCIES

- Problem solver, team builder and planner
- Excellent communication skills
- Experienced with geographically-dispersed teams
- Expert in Platforms
- Product, Development, QA and Support
- Fluency in English, Portuguese and Spanish

TECHNICAL SKILLS

- Product, design, project, development and QA management SaaS experience and mobile apps
- Enterprise vendor selection, project management and implementation of systems including biotech ACE Quality System, Learning Management Systems, Contract Management and Collaboration tools
- Health Management, Nutrition, Fitness, Security and HIPAA compliance expertise
- Requirements gathering, market validation, prototype, usability testing, product specs, features, project management, development, quality testing and delivery
- Programming Languages: HTML, CSS, JSP, XML, J2EE, JavaScript, JQuery, iOS, JSON and MySQL
- Applications Experience with all Adobe, Microsoft tools, Livelink, SharePoint, ACE, Docebo and other SAAS Enterprise applications

EXPERIENCE

Theravance Biopharna Inc., South San Francisco, CA   **Aug 2016 – present**
Director of Enterprise Content management

Responsible for business applications. Analyzed, selected and worked to implement enterprise solutions for our internal groups. Improved business process and implemented them using workflows and SAAS applications. Work extensively with 3rd party vendors, managed internal resources and supervise validation across systems. Implemented Learning Management System and Document Control. Developed Contract Management

Application and New Onboarding Provisioning in SharePoint. Responsible for content across the organization, using SharePoint, Veeva, ACE and other applications.

Nutrihand Inc., Mountain View, CA   **2004 – present**
Founder/ CTO/CEO

Created the concept, founded the company and successfully delivered a platform for health management applications. Lead operations and strategic direction with full responsibility for bottom-line, software, product development and marketing.

Key Achievements:

- Gain market share establishing Nutrihand as a leader in this category
- Developed successful business models
- Designed user experience for internet and mobile creating the following products in multiple languages: Wellness Center; RD Clinic; Nutrihand PRO; Snap Calories (iOS); Plate Maker(iOS) and Health First;
- Closed partnerships with McNeil's Nutritionals (Splenda), Néstle (Lean Cuisine), Rite Aid and a number of hospitals delivering unique services for their clients
- Establish company in Brazil to sell and manage wellness programs for corporations
- Implemented international payment solutions for our applications
- Integrated external technologies creating a unique application that links doctors and patients in real time to reduce health care costs
- Managed user acquisition and retention

American Online Time Warner, Mountain View, CA   **1999 – 2004**
Senior Technical Director
Lead a team of 132 engineers, product managers, program managers and customer service professionals. Developed and implemented integration of e-commerce technology to the existing infrastructure improving merchant integration, billing and sales. Came to AOL as an acquisition of Obongo Inc where I was VP of engineering.

Key Achievements:

- "One click deal" UX design where users would buy merchandise in one click
- Created new processes to integrate merchants into the network reducing time to market and customer services cost
- Developed mid-layer software to interface with 14 billing systems
- Created an e-Commerce subscription engine to compete with iTunes
- Contribute to 20% increase in e-commerce sales in 2005

Microsoft Corporation, Redmond, WA   **1993 - 1998**
Group Program Manager – Expedia.com   **1993 - 1998**
Created the concept, convinced management to invest on it, built the team and delivered.

Key Achievements:

- Built a successful application that generated millions in profit for Microsoft.
- Delivered multiple versions of the site to also attend the corporate market
- Helped switch form a CD-ROM based business to MSN to internet
- Successfully trained the team on delivering applications that are ON all the time – service model

EDUCATION

Computer Science – Universidade Gama Filho, Rio de Janeiro, Brazil
Electronics - Centro Federal de Educação Tecnológica do Rio de Janeiro , Rio de Janeiro, Brazil

MIT - Media Lab 1987 - Synthesizer that follows musicians
Berklee College of Music Saxophone and Music Synthesis Majors

Stanford Continuing Education Courses: Business 12: Entrepreneurship Learn with Silicon Valley Experts and Machine Learning Technology.

SCRUM Master