LOUISE K. GERBER, PMP

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Implementation Manager | eCommerce & Web Technology

eCommerce Technology Expert with 15 years of demonstrated success guiding the sales, design, and deployment of cutting-edge web applications and systems. Outstanding combination of technology credentials and project/engagement management skills, enhanced by demonstrated strengths in managing account relationships up to the Fortune 500 level. Open to heavy travel.

KEY SKILLS & QUALIFICATIONS

Web Technology & eCommerce Expertise	**Project Tracking, Billing & Status Reporting**
Client-Facing Project Management	**Multi-Site System Implementations—US & Global**
Software Development, Testing & Configuration	**Internet Shopping Portal Design & Deployment**
On-Site System Implementation/Troubleshooting	**Employee Development & Team-Building**
Technical Team Recruitment & Leadership	**Account Management, Retention & Relationships**
Project Scope, Schedule & Budget Determination	**Process Improvement / Change Management**

EXPERIENCE / KEY CONTRIBUTIONS

CARDINAL WEB | **Director of Online Programs** *Lansing, MI: 12/2009 to Present*

Promoted to director-level role with primary responsibility for leading successful platform conversions for the cardinal.com and cardinal.com/support websites, mission-critical sales and support tools.

- Successfully launched Cardinal's "Next Gen" eCommerce platform in 145 countries and 16 languages; updated the site's core technology to a new data-driven and business-controlled website.
- Drove a 3% increase in revenue per visitor and 2% increase in margin per visitor for Cardinal's U.S. Consumer and Small & Medium Business website.
- Led Product and Program Management groups in the configuration/launch of 13 new support applications to improve Cardinal's website performance, stability, agility and usability.
- Assigned to lead a high-priority project involving the acceleration of a series of website upgrades anticipated to drive $125M in annual savings over the next three years. Succeeded in securing over $11M in funding for year 1.
- Won the 2011 NetKing award in the IT Hardware/Software category for the launch of Cardinal's "Next Gen" shopping experience in Canada.
- Received the Dell Platinum Award for contributions, (the top award within Dell Global Online).

CARDINAL WEB | **Sr. Automation Development Manager** *Lansing, MI: 10/2007 to12/2009*

Promoted to senior management role, on an accelerated track, in order to lead strategic IT initiatives within a complex, fast-paced organization of over 600 cross-functional professionals.

- Hand-picked to lead the #1 priority project within Cardinal, involving the strategic planning and deployment of a new automation process for the company's entire test organization; this project was severely in need of a turnaround after three years of setbacks and political obstacles.
- Redefined engagement model to leverage skills of both test team and automaton team.

CARDINAL WEB | **Global Test Manager, Software Testing** *Lansing, MI: 5/2004 to10/2007*

Managed a series of high-pressure software and web-related projects with aggressive timelines and shifting priorities. Focused on online testing for the cardinal.com website from 5/04 through 7/06, then shifted into the testing of technology systems within global manufacturing sites.

- Led 10-20 senior project members, managing 20-70 globally dispersed software professionals.
- Functioned as key change agent involved in planning and leading the integration of a previously-fragmented testing team into a highly streamlined, synchronized new global testing group; drove breakthrough cooperation among the company's testing teams in the US, Russia, Ireland, and India.

- Served as Software Testing and Program Management SME; successfully led improvements in test process and influenced change in organization by motivating staff and uniting teams.
- Initiated the globalization of Cardinal's eCommerce platform for EMEA and APJ.
- Launched a new eCommerce experience for the premier.cardinal.com website, a revenue-generating portal ($25 million) aimed at providing sales, services and support to enterprise customers.
- Assigned to manage the Software QA/Testing operations for largest and most complex global manufacturing facility startup opened in recent company history; successfully launched more than 25 new/modified applications for the facility, allowing it to open on time with minimal issues.
- Received the first-ever Cardinal Web Manager Award for Leadership.

GARDINER SOLUTIONS | **Consultant & Project Manager** *Dearborn, MI: 5/1999 to 5/2004*

Served as **Project Manager & Sr. QA Analyst** for a major eCommerce implementation in Dearborn, MI

- Managed 22-member technical team through a complex end-to-end rewrite of Cardinal's website; this massive project included major upgrades to the site's shopping cart, browsing, checkout, and order management functionality; led project to successful launch in the U.S. and Canada within 11 months, ahead of targeted deadline. Responsibilities included oversight of all QA and Testing.

Acted as **Project Manager** for an retail environmental compliance system in Chicago, IL

- Managed team of 13 through design, development and to deployment on eight-month project building a new legal/environmental compliance system. Led requirements-gathering and proposal that won follow-on contract. Delivered system and trained end-users.

Functioned as **Team Lead & Lead Developer** for a financial services site in Minneapolis, MN

- Led the development, team on a B2B e-commerce marketplace development project for trading bank loans, trade claims, and sovereign trade debt for a financial services client. Guided team through development, testing, load testing, and performance tuning activities.

TREELINE SYSTEMS (Formerly AER GROUP) | **Project Manager** *Chicago, IL: 7/1994 to 5/1999*

Recruited to this boutique IT consulting firm, receiving four promotions within a five-year span.

Served as **Project Manager & Lead Developer** for a Food Service Management System in Des Moines, IA

- Planned and managed development / launch of system including real-time inventory management, order management, and Point of Sale (POS) functions. Managed 10-person team through development, unit testing, system integration testing, and rollout phases. Provided significant on-the-spot issue resolution, briefing client management constantly on deployment status. Played active role in development and served as main technical resource.

Acted as **Team Lead & Lead Developer** for a Comprehensive IT System in Sheboygan, WI

- Participated on large team that built an all-encompassing management system including HR, customer relations, service contract management, and inventory management modules. Oversaw code release QA; handled end-user questions; researched and resolved technical issues.

Functioned as **Team Lead & Software Developer** in Madison, WI

- Team member in the coding, testing, deployment, and support of custom software applications.

EDUCATIONAL CREDENTIALS

BBA in Management Information Systems (MIS) | University of Wisconsin, 1994
PMP (Project Management Professional) Certification | Project Management Institute (PMI)
Graduate, SEO Certification Program, Cardinal Web

TECHNOLOGY EXPERTISE

MS Office (Word/Excel/PowerPoint/Outlook) • MS Project • MS SharePoint •
Adobe Test & Target • UI & Database Development • Agile Methodology
Sybase Database • Sybase SQL • SQLAnyWhere • Sybase SQL Remote • Oracle DB