

# Zachary Schroeder

920-253-7251 | Located in Wisconsin | [zach.schroeder2019@gmail.com](mailto:zach.schroeder2019@gmail.com) | [linkedin.com/in/zacharydschroeder](https://www.linkedin.com/in/zacharydschroeder)

## EDUCATION

---

### Master's Degree, User Experience Design

*Victoria University of Wellington*

Graduated 2020

*Wellington, New Zealand*

### Bachelor's Degree, Business Administration

*University of Wisconsin, Whitewater*

Graduated 2012

*Whitewater, WI*

## EXPERIENCE

---

### CarMax, Inc.

*Manager, Product Program Management (formerly Delivery Management)*

Remote, WI

*March 2023 – Present*

- Responsible for managing the full product delivery life cycle across multiple programs
- Manage risks, dependencies, planning, execution, reporting, process, communication, scaling, and releases
- Create transparency and alignment across product, engineering, marketing, legal, procurement, field, and vendors
- Launched the velocicast mobile app and managed a complex cutover to a new platform generating \$40M+ weekly
- Led multiple programs to integrate with a new floorplan credit vendor generating \$2.5M in first week
- Delivered UVeye AI integration to scan cars and generate damage photos to increase wholesale buyer awareness
- Implemented standard Agile metrics and bi-weekly reporting across entire product and technology organizations
- Defined and implemented an annual learning roadmap to upscale new PgM, Portfolio, and Ops roles
- Currently aligning consumer supply teams to digitize the Express Drop Off process

### *Sr. Product Delivery Manager*

*Sep. 2021 - March 2023*

- Responsible for managing the full Agile software delivery life cycle for two to three product teams
- Directly influenced and contributed to product experience design discussions and engaged in user discovery process
- Led transaction experience team to build and scale a new auctions cart and checkout experience
- Built, tested and scaled a grass roots post auctions workflow application called Auction Hub and digitized eBOS
- Led all Agile & Scrum ceremonies including standup, sprint planning, retrospective, demo, and backlog refinement
- Coached the Dealer Management product team to increase their delivery predictability by 21% within one quarter
- Coached the Transaction Experience product team to increase their velocity from 13 to 50 points over 4 quarters
- Provided Scrum & Agile coaching and training to more than 150 employees(Learnapalooza, delivery, and 1 on 1)

### Made Curious (formerly The Media Suite)

Christchurch, New Zealand

*Project Lead*

*Oct. 2020 – March 2021*

- Led agency digital experience squad as Product Owner, Project Manager, and UX Designer for several clients
- Defined and implemented a product roadmap and backlog to modernize a legacy website & database using AWS
- Conducted user research and designed data visualization web pages leveraging nationwide user survey data
- Guided team on UX best practices and partnered with Sr. Designer to build Figma prototypes and mockups
- Wrote user stories, led Agile process, managed budgets, drafted contracts, and represented the users and clients

### Victoria University of Wellington

Wellington, New Zealand

*UX Researcher and Designer (Masters student)*

*June 2019 – July 2020*

- Created user personas, user journeys, wireframes, infographics, and Figma interactive prototypes
- Conducted user research: interviews, testing, competitive analysis, surveys & co-design workshops
- Industry project: Leveraged research insights to design a product returns experience for Trade me, Ltd.
- Industry project: Partnered with Google on user research and design for a digital wellbeing app prototype
- Capstone: designed, animated and coded C# game to test intuitive game design features with a diverse set of users

### Choice Hotels International

Phoenix, AZ

*Manager, Software Engineering*

*March 2018 – April 2019*

- Promoted to manage 19 software engineers (direct reports & contractors)
- Supported technical project roadmaps, set team goals, and drove delivery of customer loyalty and .com products
- Selected by CTO to implement an Agile Roles & Responsibilities framework for the entire technology organization
- Responsible for employee career development, performance reviews, hiring, code quality, and software delivery

*Technical Project Manager, Scrum Master*

*Feb. 2017 - March 2018*

- Led 4 teams and 6 projects simultaneously to integrate legacy systems into a new reservation platform on AWS
- Coached the corporate IT department through an Agile transformation with a custom tailored process
- Led all Agile ceremonies and frequently stepped in as Product Manager

## **Northwestern Mutual**

Franklin, WI

*Senior Project Manager, SAFe Scrum Master*

*Aug. 2016 – Feb. 2017*

- Successfully coached Scrum Masters, Product Owners, Analysts, and Testers through a SAFe Agile transformation
- Provided Scrum and SAFe training to over 100 employees
- Formed a release coordination team to standardize the production release process
- Implemented the adoption of test-driven development and unit testing as a best practice
- Planned and prioritized program increments and sprints; represented team to stakeholders; managed dependencies

## **Choice Hotels International**

Phoenix, AZ

*Senior Scrum Master*

*April 2014 – Aug. 2016*

- Delivered projects with budgets greater than \$10M, including hotel pricing optimization and .com experiences
- Led a technology-wide “Bug Bash” that resolved more than 80 defects in three days
- Mentored other Scrum Masters in Agile best practices and built many successful Agile teams from the ground up
- Led Daily Standup, Backlog Refinement, Sprint Planning, Sprint Retrospective, and Sprint Review across teams
- Facilitated Story Mapping, led quarterly planning, made trade-off decisions, and prioritized the product backlog
- Managed risks, dependencies, impediment resolution, and stakeholder communications

*Business Systems Analyst, Product Owner*

*June 2012 – April 2014*

- Subject matter expert for the Customer Information System and the Customer Loyalty Program
- Represented the business, users, and stakeholders on the Scrum team
- Prioritized and managed the product backlog as Product Owner
- Interviewed users, discovered requirements, wrote user stories, created test cases, and tested software
- Production support for applications and databases, wrote SQL & Unix scripts, and generated reports
- Created system diagrams, technical documentation, and consulted on loyalty systems

## **Army National Guard**

Watertown, WI

*Specialist, Indirect-fire Infantryman*

*Feb. 2005 – Feb. 2011*

- Iraq War Veteran (2009-2010)
- Awards include Soldier of the Quarter(2010), Army Commendation Medal(2009), Army Achievement Medal(2010), Iraq Campaign Medal(2010), Air Assault Badge(2007), Good Conduct Medal(2010), Honor Graduate, BCT (2005), and U.S. Armor Association Honorable Order of St. George: Knight, Black Medallion(2010)

## **CERTIFICATIONS**

---

**Certified Scrum Product Owner** | *Scrum Alliance (2013-present)*

**Certified Scrum Master** | *Scrum Alliance (2014-present)*

**Certified Scrum Professional: Product Owner** | *Scrum Alliance (2015-present)*

**Certified Scrum Professional: Scrum Master** | *Scrum Alliance (2015-present)*

**Scaled Agilist: SAFe 4.0, 5.0, and 6.0** | *Scaled Agile Inc.(2017-present)*

**PMI-ACP: Agile Certified Practitioner** | *Project Management Institute (2018-2021)*

**Certified AI Prompt Engineer** | *Blockchain Council (2024-present)*