

CASS BREWER, PMP

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SUMMARY

I'm a PMP-certified program manager with deep technical knowledge and broad disciplinary experience. As both a project manager and co-worker I'm known for systems thinking, data-driven decision making, collaborative engagement, and creative problem-solving.

EXPERIENCE

Sr. Program Manager: Technical Training and Documentation

Amazon.com, 4/2017-present, Seattle, weblab.amazon.com

Built training and documentation programs for Amazon's Weblab, a globally used tool for internal product testing and impact analytics.

- Planned and executed Weblab training strategy, production methods, and content plan, delivering live and online trainings to just under 5000 Amazonians over 3 years.
- Worked with analyst, product, and engineering experts from over 20 Amazon teams to produce interactive digital courses, training videos, and classroom materials.
- Refactored 120+ pages of product wiki to focus on customer-driven questions and processes.
- Represented the voice of the customer to Weblab engineering, driving key software improvements.

Writer

The Tor Project, 4/2016-4/2017, Seattle, torproject.org

Wrote and managed grant projects for global privacy software development. Developed and delivered digital privacy training.

- Guided engineering and leadership teams to define and document program plans, including logical frameworks, scopes, budgets, and impact assessments.
- Wrote proposals for over \$18 million in international public and private grants supporting software and business development.
- Built and presented digital privacy and software training materials.
- Designed and built PHP/MySQL software tool to track and report on grants and projects.

Program Manager, IT Governance, Risk Management & Compliance Research

Truth to Power LLC (T2P), 6/2008–12/2016, Seattle, t2pa.com

Ran global research and development projects for IT, audit, and compliance managers.

- Managed projects for publishing, software development, and business development.
- Designed and built analytical products, including IT policy templates, audit checklists, and compliance training materials used within companies, NGOs, and governments worldwide.
- Provided technical education and support for professional membership of over 5000 IT, business, audit, and compliance leaders from more than 2000 companies in 54 countries.
- Designed, built, and documented SaaS software for IT risk analysis.

Technical Writing Lead**Accretive Technology Group, 8/2014–1/2016, Seattle, accretivetg.com**

Led internal documentation for the engineering team behind one of the world's top streaming video websites.

- Developed and managed software documentation projects, goals, strategy, and standards.
- Wrote software design documentation, requirements and use cases, data flow and ER diagrams, UML diagrams, and API specifications.
- Led internal focus groups, brainstorming sessions, and facilitated workshops to interactively document developer needs, development processes, and software architectures.

Program Manager, Book Catalog Ingestion**Amazon Publishing, 6/2013–1/2014 (contract), Seattle, apub.com**

Managed book production and conversion projects. Produced digital production files and artwork.

- Managed bulk-acquisition book project, re-engineering workflows to shrink costs and schedules.
- Processed brand and format conversions for over 230 books, introducing automation to reduce expected processing time by 75%.
- Designed original graphics for Kindle Worlds website and APub marketing.
- Managed production teams for book-series republication.

Product Manager, Business Process Solutions**Keross FZ-LLC, 8/2009–4/2010 and 1/2012–11/2012, Seattle, keross.com**

Helped launch two companies focusing on IT service-management solutions. Role encompassed product management, business analysis, project management, and information architecture.

- Worked with technical staff and leadership to write end-user documentation, requirements documents, technical specs, and product messaging.
- Wrote strategic roadmaps and business and marketing plans for two software/service startups.
- Designed, built, and managed public website on CMS platform.

Research Director, IT Compliance**IT Compliance Institute (ITCi), a division of 1105 Media, 12/2004–1/2008, Seattle, offline**

Ran a global analytical group for IT risk management. Role encompassed product and operational management, business analysis, community development, publishing, and information architecture.

- Wrote regulatory analyses, training presentations, articles, research papers, and training webinars for IT compliance, risk management, and reporting.
- Managed Agile project for SaaS IT compliance knowledgebase development and launch.
- Managed member communications, strategic partnerships, and distributed editorial staff.
- Provided mentorship, education, and end-user support for a 15,000-member community.

Senior Marketing Communications Manager**Trillium Software, 4/2001–10/2004, Billerica, MA, trilliumsoftware.com**

Led thought-leadership practice for a major data quality software vendor. Role encompassed project and program management, marketing strategy, and publishing.

- Analyzed relationship of data management to regulatory compliance and CRM.
- Produced white papers, articles, presentations, case studies, and live and online events.
- Planned and ran first user training conference, exceeding budget and derived-revenue goals.
- Managed editorial, Web, and creative teams.

EDUCATION

B.A., Fine Arts, University of Minnesota, Minneapolis (1992)

Certifications and Coursework

- Weblab Bar Raiser Training (2019-20)
- Project Management Institute: Project Management Professional (PMP) (2016-current)
- US Coast Guard Auxiliary: AUX-10 Information Systems Staff Training (2010)
- FEMA emergency management courses (2010-2013)

SOFTWARE & TECHNOLOGIES

Expert: Office software; Adobe Creative Suite; MS Project and Gantt Pro; JIRA, YouTrack, Bugzilla; MS SharePoint; several enterprise wikis; CMS software; Visio, yEd, and Creately; HTML; CSS; Acrobat.

Skilled: PHP, MySQL, XML, Javascript (jQuery), MS Access, FileMaker, Articulate LMS. Adobe Authorware, Moodle, Salesforce.com.