Emma Martinez

Scrum Product Owner

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LinkedIn

WORK EXPERIENCE

Avanade

Scrum Product Owner

Seattle, WA | 2017 - current

- Collaborated with development teams to ensure the implementation of high-priority features within scheduled sprints
- **Enhanced team velocity by 23%** by optimizing backlog grooming sessions and refining user stories on Craft.io
- Achieved a 29% reduction in defects by implementing comprehensive acceptance criteria
- Utilized Agile and Scrum principles to ensure a streamlined product development process and iterative delivery of features

Nordstrom

Scrum Master

Seattle, WA | 2014 - 2017

- **Increased release frequency by 51%** by advocating for smaller and more frequent releases and streamlining the release process on Chef
- Decreased cycle time by 25% by identifying and eliminating bottlenecks in the development process
- Reduced sprint planning time by 34% by introducing clearer user story definitions
- Maintained an average stakeholder satisfaction score of 97% through regular Jira-backed communication, transparency, and timely delivery

Expedia Group

Product Manager

Seattle, WA | 2010 - 2014

- Boosted customer retention rates by 18% by introducing a Loyalty Gator program that rewarded repeat bookings and referrals
- Implemented Agile methodologies, reducing the average product iteration time by 21%
- Led a cross-functional team to expand the company's market share by 8% in the travel niche
- **Cut operational costs by 12%** by optimizing third-party integrations and streamlining backend processes on Wrike

SKILLS

Jira; Figma; GitHub; Loyalty Gator; Wrike; Chef; Craft.io; Zendesk

EDUCATION

Master of Science Information Management

University of Washington

2012 - 2014

Seattle, WA

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO)