

# Deborah Scaramastra

## Professional Summary

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Deborah has over twenty years of experience providing management consulting services to organizations in aerospace, banking, customer service, energy, healthcare, technology, and wireless industries. Her strengths include:

- Proven track record in identifying and solving complex business problems.
- Strong background in project and people management.
- Deep knowledge of relevant strategy, organizational behavior, and general management theories and a common sense approach to their practical application.
- “Big 4” experience (Ernst & Young, Deloitte & Touche).

Representative clients: Space Needle, Chihuly Garden & Glass, Enron, Catholic Healthcare West, Microsoft, T-Mobile, Brooks Sports, McDonnell Douglas.

## Professional Experience

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### **MICROSOFT** – Redmond, WA

*Project Manager (7/2014 – current)*

Provide project leadership and guidance in support of large scale organizational change.

### **SPACE NEEDLE** – Seattle, WA

*Organization Development Consultant (10/2013 – 8/2014)*

Provided analysis and recommendations to improve day to day operations of the Marketing group.

### **MICROSOFT** – Redmond, WA

*Project Manager (5/2013 – 10/2013)*

Provided project leadership and guidance in support of a product launch.

- Owned all cross functional team communications including scheduling and facilitating meetings, tracking project milestones, delivering status reports, and mitigating / resolving risks.
- Drove the documentation of business requirements for a virtual launch platform and event that included over 90 sessions accessible via livestreaming or archives.
- Managed multiple external vendors across workstreams to deliver launch milestones on time and within budget.
- Represented the marketing workstream within the Microsoft LMX (Last Mile Excellence) process.

### **T-MOBILE USA**, Bellevue, WA

*Project Manager (2008-2013)*

Managed the requirements gathering and design of a new CRM system.

- Served as the interface between the business and IT to define scope, requirements, and budget.
- Created the high level workback schedule for the full cross functional implementation team.
- Managed the cross functional team to ensure timely delivery of all milestones.

Launched a call center to manage inbound and outbound direct marketing efforts.

- Managed the external vendor to ensure on-time launch.
- Facilitated the delivery of all training documentation for new customer service hires.
- Documented the recruitment and job requirements to support the hiring and onboarding of 100+ customer service reps within a 2 month timeline.

- Oversaw all aspects of the technology implementation including bringing up phone lines, developing the interface for scheduled data transfers between the client and the external vendor, and ensuring CSR access to all live customer data within the client's protected systems.

Drove multiple (>250) direct marketing campaigns from strategic ideation through execution and data analysis.

- Identified target markets in the base population, or identified possible acquisition targets.
- Selected appropriate media (e.g., direct mail, digital, etc.) for campaigns based on strategic objectives.
- Managed multiple internal and external clients to ensure execution on time and within budget.
- Analyzed campaign results and made recommendations to optimize future campaigns.

#### **BROOKS SPORTS – Seattle, WA**

*Organizational and Strategic Consultant (12/2011 – 12/2012)*

Provided strategic and organizational recommendations to enable the anticipated need for rapid global growth.

- Reviewed current state organization and job design, corporate strategic plans, and other corporate collateral to provide initial assessment and recommendations.
- Interviewed executive leadership team to glean additional insights and recommendations.
- Delivered a final assessment, including gap analysis, next steps, and high level implementation plan and schedule.

#### **MICROSOFT – Redmond, WA**

*Organizational and Change Management Consultant (2005 – 2006)*

Developed and implemented an organizational blueprint to support the standardization of roles, responsibilities, and structures across all regions of a multi-national technology firm.

- Developed a functional architecture outlining organizational capabilities.
- Analyzed cross-regional variation in job requirements.
- Created multiple structural options based on up-to-the-minute organization design principles.
- Designed future state jobs based on strategic goals and objectives.
- Created start-to-finish communications plans for consumption by global audiences (plans included project roadshows, email/phone/video announcements, FAQs, "cheat sheets", and brown bag seminars).
- Clarified Go/No-Go Criteria.

#### **UNIVERSITY OF WASHINGTON – Seattle, WA**

*Researcher and Instructor, Department of Management and Organization (2002 – 2006)*

Developed and taught introductory and upper division courses in Organizational Behavior and Decision Making.

- Identified research topics of interest, determined the best methodology for testing, executed qualitative and quantitative studies, and analyzed findings using varied statistical techniques.

#### **T-MOBILE USA, Bellevue, WA**

*Project Manager (2006)*

Developed and managed a testing plan to support cutover to a new distribution center.

#### **ERNST & YOUNG, Los Angeles, CA**

*Senior Consultant (1997 – 2001)*

Teamed with consultants and vendors to manage human resources process reengineering and implement human resources information systems.

- Managed SAP implementations including design, configuration, testing, implementation and production support.
- Analyzed clients' existing policies and procedures, recommended options for systematizing these to increase operational efficiencies, and assisted customers in deciding among all possible technical solutions.

#### **DELOITTE & TOUCHE LLP, Los Angeles, CA**

*Summer Associate (1996)*

Teamed with members of the Actuarial, Benefits, and Compensation Consulting group to provide strategic human resources, benefits, compensation, and insurance consulting.

- Performed competitive analyses of Defined Benefits and Defined Contribution plans offered by top financial institutions for a major commercial bank

- Conducted a marketing assessment for a large insurance provider, analyzed results, and provided conclusions used in strategic development

## **EDUCATION**

### **UNIVERSITY OF WASHINGTON**

*Ph.D.: Management and Organization*

- Dean's Award for Academic Achievement

### **UNIVERSITY OF SOUTHERN CALIFORNIA**

*Master of Business Administration: Financial Analysis and Strategic Human Resources Management*

- Presidential Leadership Fellow
- Vice-President, Association of Graduate Business Students
- Judy Carole Kuhn Endowed Scholar (two years)

### **UNIVERSITY OF CALIFORNIA, IRVINE**

*Bachelor of Arts: Spanish Language and Literature*

- Honors Graduate