

JAMES WATSON | [LinkedIn: jameswatson](#) | (415) 799-9293 | home office: Sperryville, Virginia

Working with organizations in the areas of business process improvement, change management, strategy, and software/application development. Specialized in user-centric, data-driven application development. Experience with Force.com, collaborative management tools, and distributed project teams.

**Earth Observation, Inc.** | Nov 2015 - July 2016 | [www.earthobservation.com](http://www.earthobservation.com)  
Project/Program Management, Business Analysis/Development

A conservation technology company focused on developing a suite of mobile applications and a cloud based platform for the monitoring and management of sustainable forest and farm activities. Internally developed applications utilize satellite imaging for remote change detection and environmental analysis, and blockchain enabled smart contracts for the security and maintenance of records and transactions.

#### Key Roles & Responsibilities

- Developed trial and field reports for World Resources Institute in Washington DC, and the UK Space Agency;
- Represented Earth Observation at conferences and events with government officials and other industry partners;
- Introduced formal documentation process, collaborative tools, and best practices for project management and product roadmap;
- Developed usability, data integrity, feasibility, and user acceptance tests;
- Facilitated strategy workshop, and performed competitive, cost, and market analysis;
- Interfaced with end users and stakeholders that included foreign government officials, forestry workers, and NGOs to gather requirements and workflows, propose solutions, and develop relationships and opportunities;
- Developed proposals for funding and program support.

Travel 20%, to Ukraine, Guatemala, and Belize.

**Mercator Group** | October 2012 - April 2014 | [www.mercatorg.com](http://www.mercatorg.com)  
Senior Business Analyst, PaaS / SaaS

**Client:** General Services Administration (GSA) / Federal Acquisition Services (FAS) / Integrated Technology Services (ITS) / IT Strategic Management Division

A business process improvement company, focusing on implementing major enterprise-wide business process transformations, specifically in the federal sector. ITS develop pilot applications and IT project management best practices for distribution across GSA.

- Interfaced with department directors and other executives to review project activities and promote opportunities utilizing Salesforce/Force.com;
- Provided business process management solutions and strategies to facilitate workflow automation and collaboration;
- Managed development lifecycle, including requirements workshops, technical and design documentation, and development schedules, as well as testing, roll-out, and training plans;
- Developed and led *Agile in Government* training and workshop for management teams;
- Facilitated ITS in their transition to virtual work environment, particularly in utilizing collaborative tools and agile methods.

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**RETHINK** | February 2006 - Current | [www.rethink.bz](http://www.rethink.bz)  
Co-Founder, Consultant | Part-time/Non-continuous

Consulting, professional services, and project support, utilizing cumulative experience in IT and business management. Collaborating with international freelance developers or as an individual consultant to deliver digital, business, and management solutions based on client specifications.

#### Notable Clients & Projects

- Warner Brother's Records - developed social advertising widgets (apps) for new artist portfolio;
- GAP.com - developed Gap Model Maker application, their first Facebook application;
- Yoga Journal - developed first Facebook app, Yoga Pose of the Day.

**Webs** | June 2001 - February 2010 | [www.webs.com](http://www.webs.com)  
Director of User Experience

Among the first web-based content management systems and eCommerce platforms for small business and personal users.

- As the first full-time employee, I facilitated the organization in opening the first office and hiring early employees;
- Directly managing ten employees, as well as off-site contractors, to resolve nearly 1000 support related inquires per day;
- Managed development and maintenance of support documentation for nearly 50 products within publishing toolkit;
- Facilitated in the implementation of processes around development, quality testing, product release, and external communication;
- Developed product insights from competitor analysis, customer data, and usability studies;
- Developed training for customer service representatives that improved service rating from 75% to 95% over a 30 day period;
- As project lead, optimized domain registration user-flow, resulting in 50% increase in sales on release;
- Led workshop at ParaFest on *Utilizing Customer Information to Drive Product Decisions*;
- Liaison to DOJ, FBI, and educators regarding services and early online publishing;
- Represented organization at TechCrunch and other events.

**Genetic Therapy Inc., a Novartis Company** | 1999 – 2001 | Position: Scientist II

Company creating gene therapy products based on proprietary technology to implement human gene therapy for the treatment of life-threatening genetic and acquired diseases. Key responsibilities included virus production and purification, development of SOP, and maintaining technical documentation.

**Notable Accomplishment:** Proposed and implemented optimized workflow that increased production by up to 100%, while reducing risks associated with contamination or unexpected yields, as well as allowing cross functional teams across production activities.

## EDUCATION

### George Mason University

Bachelors of Science, Biology, focus in genetics and biotechnology, 1998  
Post-Graduate Studies in Conflict Analysis and Resolution, 1999 – 2001

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Since 2010, I have been traveling, visiting 40 countries, and circumnavigating the world four times. Currently completing a series of books based on these experiences. Book 1 and 2 are expected to be available on Kindle and Nook by early December. [www.itsbohemian.com](http://www.itsbohemian.com)