

# Laura J. Peterson



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## Summary

Versatile, experienced product leader who helps global teams use collaborative, innovative methods to define visions and deliver value.

## Skills & Interests

Scrum Master Certification (2007)

Intermediate German (B2.1)

Blaue Karte through Jun 2018



Professional studio musician, arranger, credited composer, and singer-songwriter.

Avid traveler, writer, and triathlete. LGBTQI+ ally.

## Awards



**2010**  
Best TV Website

Web Marketing Association

**Aol.**

**2007**  
Launch Partner

Microsoft Windows Vista ®

# Professional Experience

## 06/16 to "now" Founder

**n equals blue (on-site or remote as needed)**

Product consultant specializing in outcome-based discovery and planning techniques for complex projects.

- Freelance program manager, prominent national healthcare account at The Glover Park Group (DC).
  - Led quarterly strategic feature and user goal roadmap sessions with client executives and partners.
  - Introduced process and tools (JIRA, Slack, weekly check-ins, and shared documentation) to demonstrably de-risk deployments and improve client-team visibility, collaboration, and agility.
- Project manager at POLITICO supervising Marketo-SalesForce integration, deployment, and migration.

## 12/15 to 03/16 Sr. Project Manager, Game of Thrones MMO

**BigPoint GmbH (Berlin, DE)**

- Built a project war room to help an overwhelmed team define achievable goals and release targets by mapping cross-functional specifications, decisions, and risks to a "first hour of gameplay" storyboard.
- Led feature kick-offs and implementation working sessions with game design and studio leads.

## 07/14 to 12/15 Agile Coach

**SoundCloud (Berlin, DE)**

- Product servant-leader. Facilitated multi-discipline design sprints and cross-platform planning for key projects such as SoundCloud "[Stations](#)", "[Pulse](#)", and monetization and infrastructure initiatives.
- Partnered with teams, departments, and engineering leads to measure and achieve goals; matching agile techniques to needs. Guided teams to explore causes and solutions in crisis-response workshops.

## 2012 to 2016 Instructor, Product Management

**MediaBistro (New York City)**

On-site and virtual lessons tailored for professionals and clients such as Disney Interactive and Hearst.

## 10/12 to 07/13 Director, Digital Production

**Grafik (Virginia, USA)**

- Account-facing tech lead managing requirements, schedules, and status with designers and engineers.
- Validated prospective client pitches; attended client RFP and pitch meetings and discovery sessions.

## 09/10 to 09/12 Lead Product Owner, New Media

**The College Board (Virginia, USA)**

- Technical product lead for college search experience "[BigFuture](#)" which united new cloud-based video and data infrastructure with large-scale legacy systems. Balanced and met business, technology goals.
- Agile ambassador. Mentored product owners, enhanced requirements, drove war room roadmaps and sprint goals. Tech liaison routing status, proposals, and questions to executives and stakeholders.

## 09/08 to 09/10 Sr. Manager, Digital Media National Geographic Channel (Washington, DC)

- Launched [NatGeoTV.com](#) homepage and video player redesign; led digital media management infrastructure upgrades to scale HD streaming and storage in compliance with partner video formats.
- Contributed to franchise-based casual game concepts (*DogTown*, *Explorer*); supervised launches.

## 10/03 to 09/08 Principal Product Manager | Project Lead

**Aol. (Virginia, USA)**

- Lead product manager for AOL's flagship browser and dial-up software. Launched global releases with teams and OEM partners in North America, Europe, and India. CES product team, 2007 and 2008.
- Lead technical project manager and executive liaison for Skype-competitor "AOL Total Talk".

## 10/00 to 02/03 Games Designer | Assistant Producer

**Codemasters Group (Southam, UK)**

- External Designer, *MTV Music Generator 2* (PS2). Assistant Producer, *WWII Frontline Command* (PC).
- External development lead; coordinated and approved deliverables, releases, and supplementary activities such as voiceovers, packaging, and marketing. Corporate, celebrity, and press liaison.

## Education

**2000 Bachelors of Music (Honours) Piano Performance Birmingham Conservatoire (UK)**