

ROBERT LEIS III

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BIOGRAPHY

Rob Leis is a Leadership Columbus 2023 graduate, possessing a dedication to using institutions of the public to uplift, support, and expand equity for marginalized communities. Having found the Stonewall Sports - Columbus Chapter in 2017 and serving as President through 2020, he is now the National Tournament Director for Stonewall Sports, Inc, responsible for planning and execution of the organization's annual event with over 2500 participants. As a 2019 Fellow of New Leaders Council - Columbus, Rob later joined the Board of Directors, serving as the Selections Chair for Fellows Selection for 3 Program Years and as the National Program Committee Selections Co-Chair. A Kansas native, he now calls Columbus, Ohio home since 2017 and works professionally as a Scrum Master for Bath and Body Works Direct where he also leads the BBW Evolve Inclusion Resource Group for LGBTQIA+ associates.

SKILLS & QUALIFICATIONS HIGHLIGHTS

Leadership	Project Management	Scrum
Product Management	Release Management	Operations
Organization	Business Analysis	eCommerce
Order Management	Coaching and Development	Process Improvement

PROFESSIONAL EXPERIENCE

NetJets

Senior Program Manager May 2024 –

- Lead cross-functional programs supporting UX, marketing, and executive leadership initiatives, aligning project outcomes with strategic business goals
- Establish and track product management metrics to measure performance, adoption, and customer impact across digital platforms
- Mentor and support project management team members, fostering professional growth and building a culture of learning, accountability, and collaboration
- Partner with executive leadership to identify process gaps, implement efficiencies, and strengthen organizational effectiveness
- Advocate for team needs by ensuring resources, tools, and cross-departmental alignment are in place for successful program execution
- Drive stakeholder engagement and communication, ensuring transparency, alignment, and measurable progress across multiple initiatives

Bath and Body Works Direct

Associate Scrum Master December 2021 – May 2024

- Support multiple product teams to ensure they are living by the principles, values, and practices of Agile

- Help to remove internal roadblocks that prevent the team from reaching full velocity and escalate external blockers to platform leadership and key stakeholders
- Helped to stand up multiple new product teams and train teams on Agile practices and principles
- Assisted with the onboarding of new Scrum Masters to support new product teams
- Collaborate with Development Leads and Product Owners to promote a shared vision and roadmap
- Facilitate sprint planning and retrospective activities
- Assist Product Owners with keeping backlogs appropriately groomed
- Maintain relevant metrics and monitor team throughput and velocity, driving performance and continuous improvement

PRISM Inclusion Resource Group Lead March 2020 –

- Responsible for managing the relationship between the IRG, the DE&I team, and our Executive Sponsor working together to both build and execute our annual engagement plan with programming, events, education, etc
- Serves as the primary spokesperson for the IRG across the enterprise
- Provide input around programs and events sponsored by the IRGs and Office of DEI, leads quarterly meetings, and collaborate with BBW's other IRG Leads to maximize resources
- Created a business plan and budget request of \$50k for the company's participation in Columbus, OH's annual pride parade

Digital Business Analyst August 2019 – December 2021

- Lead requirement gathering sessions on various sized projects including the new redesign of our shopping pages, search optimization and implementation of subscription services
- Engaged in several compliance projects which required an in-depth understanding of new California laws and worked with both the legal and compliance teams to ensure project success
- Worked with cross-functional partners, third-party vendors, and the PMO team to establish streamlined processes and best practices for requirement gathering

Ascena Retail Group

eCommerce Product Owner March 2019 – August 2019

- Worked with the Product Manager to set, prioritize, and evaluate the backlog of work
- Provide direction and vision to the development team throughout the sprint
- Provide backlog management, iteration planning, and elaboration of the user stories
- Provide an active role in mitigating impediments impacting successful team completion of Release/Sprint Goals

Rogue Fitness

Business Analyst Sept 2018 – March 2019

- Responsible for documenting current and future state warehouse processes
- Works with business stakeholders to write requirements for software enhancements to support sales growth

Ascena Retail Group

Senior Business Analyst May 2017 – Sept 2018

- As a member of our project team working to implement our Change for Growth strategy, successfully launched our new distribution strategy that is exceeded forecasts
- Recognized as a key player of the team that fast-tracked a customer loyalty project to market that successfully enrolled 1 million customers within 2 months of launch
- Gather functional requirements thru working design sessions with relevant stakeholders
- Worked with both agile and waterfall development teams to help deliver new IT capabilities
- Assist with writing/approving test scripts, understanding functionality, and resolving defects with QA and business teams for SIT and UAT testing cycles
- Triage production defects with organizational partners to determine root cause and understand the impact to prioritize solutions

Lowe's Home Improvement

Product Owner, OMS 2016-2017

- Qualified requirements, perform high-level cost/benefit analysis, and assist in planning and staging deployment through the realization of software solution benefits
- Worked closely with cross-functional business and IT teams to ensure the software solution supports the day to day operations and strategic vision of the company
- Responsible for ownership of the order capture and modification process of the Enterprise Solution, Sterling Commerce
- Ensure that business requirements are accurately reflected and implemented that enable the realization of the long-term Omni-Channel goals of the organization

PROFESSIONAL CERTIFICATIONS

Certified Professional in Accessibility Core Competencies (CPACC) *International Association of Accessibility Professionals*

Certified Scrum Master (CSM) *Scrum Alliance*