

Curriculum Vitae – Shawn D. Belling, M.S., PMP, PMI-ACP, CSP

CONTACT INFORMATION

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EMPLOYMENT HISTORY

MADISON COLLEGE – Madison, WI

August 2018 – Current

Experience/Accomplishments: Chief Information Officer (CIO). Leadership of the Technology Services team in support of College's core mission to serve its diverse student population of over 35,000 students and 2,400 employees at our three Madison campuses and four regional campuses. Overseeing a \$20 million annual budget with seven director-level reports and 100+ people. Key systems include PeopleSoft, Workday, Blackboard, VMware, Microsoft, Drupal, OnBase.

FARWELL PROJECT ADVISORS LLC – Madison, WI

August 2017 – Current*

Experience/Accomplishments: Senior Advisor. Project execution consulting, services product development and delivery, practice management, business development for management consulting firm. Led creation and development of agile IT project team inclusive of training, coaching, tool development and refinement, scaling from one to three teams. Development and expansion of health insurance provider web portal. *Upon concluding assignment in August 2018, remain affiliated as a Senior Advisor.

SALESFORCE (CLOUDCRAZE SOFTWARE LLC) – Chicago, IL:

January 2012 – July 2017

Experience/Accomplishments: Vice-President – Development and Support (Oct 2015), Vice-President - Professional Services. Leadership and accountability for software development and delivery; as VP-Professional Services had overall responsibility for global IT projects for Fortune 100 companies. Build, maintain executive relationships to ensure alignment of projects with strategies, priorities and business value. Led change from consulting to product focus. Mentor senior project managers, practice directors, senior consultants in project management and career paths. Oversight and leadership of software architects. Licensing, commercialization of software, IP, assist in M&A and equity capital raises.

- Accountability for overall development, delivery and support of software system projects.
- Accountability, leadership for profitable and successful projects implementing systems for prominent global clients.
- Led product services strategy, working closely with product development.
- Led partner project delivery enablement and training programs development.
- Strategic planning, business development, budget, P&L, staff development, hiring, salary, promotion responsibilities.
- Member of core executive leadership team.

PROMEGA CORPORATION – Madison, WI:

August 2005 – January 2012

Experience/Accomplishments: Project/Program Manager – Led strategic projects and programs outside of IT as well as within IT. Project management knowledge and practice leader, leveraging Waterfall and Agile methodologies and practices. Highlights include:

- Project management practice leader; developed project management community of practice across the company, mentored project managers and senior leaders engaged in project management.
- Developed project management processes, practices and tools.
- ERP system evaluation and selection – research and evaluation effort culminating in selection and implementation of SAP.
- Leader for global web eCommerce/ERP programs.

FOREMOST FARMS USA – Baraboo, WI:

January 2004 – August 2005

Experience/Accomplishments: Project Manager – Developed and led PMO. Led strategic projects outside IT as well as IT projects. Highlights:

- Developed, led IT PMO – planning, coordination and staging of strategic and tactical projects.
- Developed project management curriculum, tools, trained/mentored project leaders and managers.
- Led strategic raw materials intake/usage analysis program to identify savings opportunities.
- Implemented Enterprise Project Management system. Pilot implementation followed by full implementation; led all facets including project process change management.
- Led ERP and related systems upgrade across 20+ locations overseeing 100+ team inclusive of business, IT and location SMEs.

DISCOVER COLOR, INC. – Madison, WI

November 2002 – December 2003

Experience/Accomplishments: Vice-President, Sales & Marketing. Leadership of Sales, Customer Service, then Marketing, including account management, new business development, brand management. Clients included Spectrum Brands, Lands' End, American Girl, Fiskars, Famous Footwear, Demco.

- Developed new sales and marketing processes and programs.
- Managed sales and marketing budgets and revenue projections.
- Selected, implemented and managed cloud-based SFA/CRM application.
- Led corporate website redesign project.

J.J. KELLER & ASSOCIATES, INC. – Neenah, WI

August 1990 – November 2002

Experience/Accomplishments: Senior Manager, Custom Solutions. Built and led internal start-up: PMO/business unit engaged in the planning, execution and delivery of projects for Fortune 100 and federal government clients.

- Managed project management, development and sales staff, budget and P&L responsibility, annual planning and budgeting responsibilities.
- Projects and programs for US DOT, Chrysler, Toyota, Procter & Gamble, Colgate – Palmolive, US Customs, other major brands and agencies.
- Handled commercialization and IP licensing of technology and content.
- Created all project management processes from ground up and developed a strong client/project management culture within the business unit.

TEACHING AND INSTRUCTIONAL EXPERIENCE

- **Adjunct Faculty – University of Wisconsin - Madison** – developing and teaching various project management courses in School of Business, College of Engineering, Continuing Education, Graduate School of Banking (2001 – current). Courses include Project Management: Planning, Scheduling and Control; Managing Multiple Projects, Basic Project Management, Agile Project Management.
- **Adjunct Faculty – University of Wisconsin - Milwaukee** - curriculum development in project risk management, development and delivery of various courses (2002 – 2008). Developed Risk Management course, taught Assessment and Recovery of Troubled Projects and Project Quality Management courses. Also presented in 2002 *Changing Face of Project Management* program.
- **Adjunct Faculty – University of Wisconsin – Platteville** - teaching and developing online courses (2008 - current). Courses taught include Project Management Techniques I and II, Project Portfolio Management, Managing Project Teams. Developed, Agile Project Management.
- **Adjunct Faculty – Lakeland College** – teaching project management courses in MBA program (2008 - 2011). Courses taught - Managing the Project Team and Project Procurement Management.

- **Adjunct Faculty - University of California – Irvine** (2008 – 2015) Curriculum development and teaching online courses. Updated, taught Project Risk Management, developed, taught Managing Global Virtual Project Teams course, developed Agile Team Coaching and Facilitation course.
- **Visiting Professor – International University of Monaco** (October 2010) teaching project management course in Taipei, Taiwan to Master of Science in Project Management students. Reviewed entire IUM project management curriculum for PMI approval, April 2009.
- **Various global speaking, consulting and teaching projects for Project Management Institute**, businesses and companies, project management course delivery and curriculum development (2000 – current).
- Faculty Advisor – UW-Madison School of Engineering Professional Development – graduate student project paper faculty advisor (Summer 2011, Summer 2015).
- **Development of multiple online training modules for Accenture Academy** (2017 – 2019). Titles include Agile and Scrum project management, DevOps, professional skills for IT and Business collaboration.
- **Adjunct Associate Professor – University of Southern California Bovard College**. Teaching project management courses in Master of Science in Project Management Program, Faculty Peer Reviewer (2019 – current).

EDUCATION

High School: Waupun High School, Waupun, Wisconsin, USA. High School Diploma conferred June 1983.

University: University of Wisconsin – Whitewater. Bachelor of Science with Majors in Education and Political Science, Minor in History conferred May 1988.

Graduate School: University of Wisconsin – Platteville. Master of Science in Project Management conferred May 2008.

University of Wisconsin – Platteville – Graduate Diploma in Organizational Change Leadership conferred May 2018.

University of the Cumberland – PhD – Leadership. In progress; dissertation defense planned for fall 2021.

Certifications and Accreditations: Certified as Project Management Professional (PMP) and Agile Certified Practitioner by Project Management Institute (PMI); Master’s Certificate in Project Management and Mid-Management Certification from University of Wisconsin – Madison, Certified Scrum Professional (Scrum Alliance); Certified Scrum at Scale Practitioner (Scrum Alliance/Scrum Inc.).

AWARDS

Recipient of 2008 PMI Scholarship – Dr. Harold Kerzner Scholarship sponsored by International Institute of Learning.

RESEARCH AND PUBLICATIONS

Belling, Shawn D. “Losing Your Religion” Published in the proceedings of the PMI Asia-Pacific Global Congress held in Sydney, Australia, March 2008. Paper discussing aspects of the evolution and career change from project manager to line of business or functional manager.

Belling, Shawn D. “Who are They? Employee Perceptions of Organizational Decision-Making” Presentation and paper published in the Proceedings of the PMI North America Global Congress held in Orlando, FL, USA November 2009. Paper discussing employee perceptions of power and decision-making within organizations and implications for project and functional managers.

Belling, Shawn D. “When Agendas Override Objectives” Published in the proceedings of the PMI Asia-Pacific Global Congress held in Melbourne, Australia February 2010. Paper and case study describing a project situation in which a sponsor’s hidden agendas interfered with the project’s objectives.

Belling, Shawn D. Chapter 9, “Who are They? Employee Perceptions of Organisational Decision-Making.” *The Project as a Social System - Asia-Pacific Perspectives on Project Management*. Henry Linger and Jill Owen (Editors). Monash University, Melbourne, Australia. Monash University Publishing, 2012.

Belling, Shawn D. “Agile and SaaS – Lessons for Value Realization.” Published in the proceedings of the PMI North America Global Congress held in Phoenix, Arizona October 2014. Paper and case studies describing approaches for maximizing the business value obtained through use of Software as a Subscription and Agile project management approaches.

Belling, Shawn D. “Ruthless Prioritization in Project Environments – Four Traps to Avoid.” Published in the proceedings of the PMI North America Global Conference held in Los Angeles, California, October 2018. Case studies describing approaches for prioritizing projects and examining four common scenarios and how to avoid them.

PRESENTATIONS

Asia-Pacific Research Conference on Project Management

- Paper presented and published as part of inaugural conference proceedings – updated version of “Who are “They?” – Employee Perceptions of Organizational Decision-making.” (Monash University, Melbourne, Australia Feb 2010)

Fall Experiment ProductCon, ProductBrew

- “Ruthless Prioritization: The Art of Effective Roadmapping.” Discussion and workshop on technology product roadmap development. Presented at Fall Experiment ProductCon held in Milwaukee, WI, October 2019 and at ProductBrew January 2020.

International Institute of Business Analysts - Madison Chapter

- Agile and SaaS – Lessons for Value Realization. (Summer 2016)

The Madison Club

- Multiple Presentations on Project Management (Madison, WI, USA Spring 2006)

PMI - Northeast Wisconsin Chapter

- Numerous presentations as a founding officer and returning speaker (2002 – 2008)
- March 2009 – Effective Time Management in the Multiple Project Environment
- April 2011 – Tools and Tactics for Recovering Troubled Projects (Professional Development Day)

PMI – Milwaukee, Wisconsin Chapter

- Managing the RFP Process (November 2006)
- Improving Organizational Project Management (April 2008)
- When Agendas Override Objectives (November 2010 Professional Development Day)

PMI Asia-Pacific Global Conferences

- Sydney (March 2008) “Losing Your Religion” paper on progression from project manager to line manager presented and published as part of congress proceedings.
- “When Agendas Override Objectives (Melbourne, Australia Feb 2010)

PMI – Madison/South-Central Wisconsin Chapter

- Losing Your Religion (April 2008 Professional Development Day)
- When Agendas Override Objectives (May 2009 Professional Development Day)
- Models of Effective and Ineffective Project Steering Teams (May 2011 Professional Development Day)
- Rapid Value Creation Using Agile (May 2018 Professional Development Day)

PMI - North America

- PMI 2009 SeminarsWorld – Orlando (June 2009) – Assessment & Recovery of Troubled Projects
- PMI North America Global Congress (October 2009) – “Who are “They?” – Employee Perceptions of Organizational Decision-making.” Paper presented and published as part of congress proceedings.
- PMI 2009 SeminarsWorld – Scottsdale (Nov 09) Assessment & Recovery of Troubled Projects
- PMI 2010 SeminarsWorld (Orlando/June, Washington DC/October, New York City/November) – Tools and Tactics for Recovering Troubled Projects
- PMI 2011 SeminarsWorld (Orlando/June, Dallas/October) – Tools and Tactics for Recovering Troubled Projects
- PMI 2012 SeminarsWorld (Orlando/June) – Tools and Tactics for Recovering Troubled Projects
- PMI North America Global Congress (October 2014) “Agile and SaaS – Lessons for Value Realization.” Paper presented and published as part of congress proceedings.
- PMI 2014 SeminarsWorld (Phoenix) – Tools and Tactics for Recovering Troubled Projects
- PMI 2015 SeminarsWorld (Orlando, Annapolis) - Tools and Tactics for Recovering Troubled Projects
- PMI 2018 North America Global Conference (Los Angeles) “Ruthless Prioritization in Project Environments – Four Traps to Avoid.” Paper presented and published as part of congress proceedings.

The Performance Institute

- PMO Summit - Keynote – Develop a Business Case for PMO Success (San Diego, CA, USA Oct 09)
- PMO Summit - Keynote – Develop a Business Case for PMO Success (Arlington, VA, USA Jan 10)
- PMO Summit - Keynote – Develop a Business Case for PMO Success, Using your PMO to Mitigate Risk (Chicago, IL, USA July 10)

University of Wisconsin – Platteville

- Webinar - .NEXT: Ten Lessons Learned from the Biggest IT Project in Company History (Jan 2010)

Wisconsin Bankers Association

- Multiple presentations on project management topics (Appleton, WI, USA Sep 2008)

PROFESSIONAL MEMBERSHIPS

- Member of Project Management Institute - national level and South-Central Wisconsin chapter. Founding officer, first Programs Director for North East Wisconsin chapter.
- University of Wisconsin-Madison Executive Education Project Management Curriculum Advisory Board 2000 – 2003 (currently emeritus board member).
- Advisor to Agile SIG of University of Wisconsin eBusiness Consortium (2016 – 2019)
- Scrum Alliance member

REFERENCES

Available upon request