

MICHAEL KOVACH

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DIRECTOR, PRODUCT MANAGEMENT | PROGRAM QUALITY MANAGER, AEROSPACE

Dynamic, accomplished professional highly regarded for designing and deploying software to optimize the client experience, accelerating business development. Proven track record of utilizing skills in project management and Agile methodologies to improve processes, drive efficiency, and reduce costs. Respected as a motivational, influential leader and collaborator who builds high-performing teams and guides them to success. Out-of-the-box thinker with a passion for technology, committed to making continuous improvements in planning, process, quality assurance, and customer satisfaction to enable long-term growth and profitability. Exemplary educational qualifications include double Bachelor of Science degrees in Agricultural Business and Animal Science, with minors in Marketing and Equine Science, from Cal Poly, SLO.

SELECTED HIGHLIGHTS

- ❖ Spearheaded GUI and UX design on thousands of crew and passenger devices across 12+ aircraft for IDAIR GmbH / Panasonic Avionics, including attendant terminals, room controllers, in-seat touch screens, seatback monitors, and tablets; created a cohesive, intuitive, and highly satisfying user experience.
- ❖ Led all planning and operations necessary to manage, improve, develop, integrate, test, and design VVIP aircraft software throughout all program lifecycle phases, increasing business growth by up to 30% YoY.
- ❖ Applied Agile design methodology for a lean design approach to wireframing, building, testing, and learning at VMBC.
- ❖ Built and deployed an in-app ticket purchasing experience, successfully eliminating \$5 million in fees AMC was paying annually to Fandango.
- ❖ Guided a team that designed and developed the back-end enterprise-level SaaS, facilitating \$10M in annual revenues.

CORE COMPETENCIES

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|--------------------------------|--------------------------------|---------------------------|
| ▪ Communications | ▪ Leadership & Collaboration | ▪ Strategic Planning |
| ▪ Client/Customer Service | ▪ Data/Document Management | ▪ Testing/Troubleshooting |
| ▪ Business Development | ▪ Staff Training & Development | ▪ Performance Assessments |
| ▪ Product Management | ▪ Agile Methodologies | ▪ Business Intelligence |
| ▪ Software Development | ▪ Research & Analysis | ▪ Project Management |
| ▪ Organization & Multi-tasking | ▪ Complex Problem-solving | ▪ Process Improvements |

PROFESSIONAL EXPERIENCE

IDAIR GMBH / PANASONIC AVIONICS | HAMBURG, GERMANY / LAKE FOREST, CA | 2015 TO PRESENT

Director of Product Planning

- Oversee day-to-day operations within the U.S. office, including management of 4 U.S. based IDAIR employees and significant contributions to HR duties, following promotion from Senior Manager to Director.
- Lead all planning and operations necessary to manage, improve, develop, integrate, test, and design VVIP aircraft software throughout all program lifecycle phases, increasing business growth by up to 20% YoY.
- Spearhead GUI and UX design on thousands of crew and passenger devices, including attendant terminals, room controllers, in-seat touch screens, seatback monitors, and tablets; create a cohesive, intuitive, and highly satisfying user experience.
- Manage, mentor, and collaborate with an international team of 30 program managers, project managers, and vendors to build software for wide and narrow body aircraft, driving performance via frequent communication and engagement.
- Expand professional expertise at every opportunity, gaining direct experience on more than 12 VVIP programs, including requests for qualifications (RFQs), acceptance test procedures (ATPs), hardware upgrades, media cycle loads, software releases, system requirements review (SRRM)/preliminary design reviews (PDR)/critical design reviews (CDRs), and various client meetings.

- Innovate methods to continuously improve processes, increase efficiency, and reduce company spend, such as directing the creation of cost-saving software that automatically generates GRD documents, lowering document production time by 85% while saving more than \$50K annually.
- Effectively administer budgets of up to \$1M quarterly through strategic planning and expert allocation of resources.

VMBC | ALISO VIEJO, CA | 2010 TO 2015

Sr. Manager of UX & Creative Design

- Collaborated with management, engineers, developers, and QA to complete 35+ projects annually, on time and within scope, leading to increased business via customer referrals and favorable company reputation.
- Executed multiple projects covering full corporate branding, from company name development to logos, websites, apps, and collateral such as business cards, letterhead, and email signatures.
- Leveraged strong technical and creative skills to develop items such as wireframes, UI designs, UX flows, mobile websites, and mobile coupons.
- Demonstrated a keen understanding of how to analyze and apply critical app data, including A/B testing and the use of live analytics, to enhance new releases and improve customer experiences.
- Applied agile design methodology for a lean design approach to wireframing, building, testing, and learning.
- Led user experience strategy and digital product design of AMC Theatres' apps, boosting consumer utilization by 120% YoY.
- Built and deployed an in-app ticket purchasing experience, successfully eliminating \$5 million in fees AMC was paying annually to Fandango.
- Designed intuitive, cross-platform UX optimized for Android, iOS, and Windows devices, leading to more than 1 million monthly active users and over 50,000 weekly transactions.
- Elevated VMBC's mobile revenue by 20% YoY due to increased conversion rates from AMC Theatres app.
- Crafted the user experience for 20 million SafeLink customers, enhancing customer satisfaction ratings by 60%.
- Utilized customer feedback, market trends, and industry best practices to lead the redesign of the online UX, which grew conversion rates from 6% to 18% on desktop and 4% to 13% on mobile devices.
- Created accountability of contract employees by introducing 15 Agile-designed, in-app eLearning modules used by more than 10,000 agents to improve performance.
- Guided a team that designed and developed the back-end enterprise-level SaaS, facilitating \$10M in annual revenues.

HYPHEN8TION STUDIOS | SAN DIEGO, CA | 2009 TO 2010

Project Manager

- Worked alongside the Chief Creative Officer managing all lifecycle phases for 25+ projects, driving business development.
- Created and monitored schedules, held deliverables accountable, and ensured project outcomes adhered to established scope and timelines, assuring client satisfaction and retention.
- Reviewed each project's objectives, goals, requirements, and strategy to ensure understanding, then organized and managed project lifecycles to meet or exceed clients' needs and expectations appropriately.
- Analyzed measurable results, including project metrics and key performance indicators, to identify both successes as well as opportunities for improvement.
- Assisted with developing and implementing processes to improve project efficiency while maintaining exceptional quality.
- Facilitated meetings with clients and team members to ensure alignment and bolster productivity.
- Analyzed applications performance and implemented advanced data optimization techniques, which increased overall efficiency by 20%.

VET-STEM | SAN DIEGO, CA | 2007 TO 2009

Marketing Manager

- Orchestrated and led strategic approaches and marketing plans for 10+ product launches, ensuring exceptional outcomes.
- Brought all graphic design services in-house and executed them individually or delegated them to internal team members, reducing costs by more than 300% while improving efficiency.
- Provided effective leadership to 6 cross-functional teams, maximizing company and client value by creating a greater workflow and better understanding of products for all consumers and B2B clients.
- Developed RFP responses, proposals, and cost estimates, supporting financial planning and forecasting.
- Discovered and connected with 5 new vendors, cutting prices in thirds for most major projects without negatively impacting service delivery.
- Conducted search engine optimization (SEO) and search engine marketing (SEM) efforts for clients and employer, including traffic analysis and reporting, maximizing brand positioning as well as ROI.
- Produced the creative design, copywriting, and execution of all marketing ads, collateral, email blasts, blogs, and social media campaigns, increasing brand awareness by up to 300% within both core and emerging demographics.

- Innovated new strategies to boost social media presence, growing cross-platform followers 1000%.

DENMAT HOLDINGS, LLC | SANTA MARIA, CA | 2005 TO 2006

Consumer Product Manager

- Managed a \$25M marketing and advertising budget, obtaining magazine cover placement, tv syndication, award show swag bags, and news placement to strategically grow customer reach by more than 250%.
- Managed all art projects interdepartmentally throughout the project life cycle, taking ownership for optimizing each project step to ensure maximum impact within the market.
- Significantly redesigned the company brand image with a new website, collateral, banner ads, DVDs, commercials, and more, favorably influencing consumer perception, which led to expanded business development opportunities.
- Designed, copywrote, sent, tracked, and analyzed 25+ email and ad campaigns monthly, steadily increasing the prospective customer base.
- Implemented and led the partnership with CareCredit, allowing patients to be pre-approved for financing, which grew revenues by as much as 60%.
- Communicated with 12+ cross-functional team members regularly, building relationships throughout the company to ensure goal achievement.
- Maintained a heavy influx of email and phone correspondence, responding to more than 120+ messages per day from both customers and colleagues.

EDUCATION

California State Polytechnic University, San Luis Obispo, CA

Bachelor of Science – Agricultural Business; Minor – Marketing

Bachelor of Science – Animal Science; Minor – Equine Science

- **Relevant Coursework:** Marketing, Advertising, Data Analytics, Business Strategy
- **Awards/Honors:** National Top 5 IHSA
- **Clubs/Activities:** IHSA Board Member
- **Relevant Projects:** Quarter Horse Project, Week of Welcome Leader, Activity Chair

ADDITIONAL CREDENTIALS

TECHNICAL SKILLS	Microsoft Office 365 (Word, Excel, PowerPoint, Outlook, Teams) / SharePoint / Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD) / Sketch / InVision / Workday / Basecamp / TeamForge / Asana / JIRA / Confluence / Google Docs / Google Drive / Google Calendar / Google AdWords / QuickBooks / Dropbox / Salesforce / Social Media (Facebook, Twitter, Instagram, LinkedIn) / Marketo / Shopify / AmazonSeller / Mailchimp / HTML / CSS / JavaScript / Android / iOS / Windows
LANGUAGES	English, Spanish
ONLINE PORTFOLIO	www.kovachdesign.com
ORGANIZATIONS	<ul style="list-style-type: none"> ▪ Laguna Beach Chamber of Commerce ▪ United States Equestrian Federation ▪ California Hiking and Backpacking
VOLUNTEERISM	San Diego Remembers – Creative Director / Laguna Beach Senior Center – Volunteer
INTERESTS	Horses / Camping & Hiking / Traveling / Design / Cooking / Gardening / Volunteering