

Lana Brady

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SUMMARY

Senior digital product professional with 10 years guiding enterprise web platforms, **content management** ecosystems, and cloud delivery capabilities. Leads strategy, roadmaps, governance, backlog decisions, investments, and **operating priorities** across AEM, EDS, Vercel, Next.js, Akamai CDN, Edge Computing, AWS, and headless CMS environments. Connects business stakeholders with engineering, architecture, cybersecurity, marketing, and application teams through clear decisions and practical delivery plans. Experience includes UAT, vendor governance, licensing, budget planning, executive reporting, incident management, vulnerability remediation, change requests, **software problem management**, DevOps, CI/CD, digital analytics, monitoring, and Core Web Vitals. Builds reliable, secure, **high performing digital experiences** while improving author and developer workflows. Ready to bring disciplined product leadership and strong platform judgment to complex enterprise technology priorities.

EXPERIENCE

Senior Product Owner, Digital Experience Platforms

January 2024 - Present

Cascade Commerce Systems

Seattle, WA

Own enterprise **product strategy** for AEM, headless content, Vercel, Next.js, Akamai, and Edge Computing platforms supporting 18 public web properties. Guide roadmap investment, governance, delivery risk, vendor operations, and executive decisions across marketing, engineering, architecture, cybersecurity, and **application teams**.

- Owned AEM roadmaps for 18 web properties, balancing marketing demand, security, modernization, and platform health.
- Established Vercel and Next.js delivery standards, giving customer journeys reusable components and clearer governance.
- Directed Akamai CDN, **Edge Computing**, and **web application security** priorities with architecture and cybersecurity partners.
- Created backlog governance for feature demand, **technical debt**, software problems, change requests, and upgrades.
- Led UAT planning with acceptance scenarios, defect triage, and release criteria for major platform releases.
- Managed Adobe, Akamai, and Vercel reviews, licensing forecasts, budgets, metrics, and **executive reporting**.

Product Manager, Web Platforms

July 2021 - December 2023

Harborview Digital Services

Portland, OR

Managed a multi brand portfolio spanning AEM, AWS, CDN delivery, headless CMS patterns, analytics, monitoring, and web application releases. Converted business analysis into roadmap themes while coordinating engineering, architecture, marketing, application owners, and platform teams around reliability, security, adoption, and measurable experience quality.

- Managed AEM, AWS, and CDN priorities, translating **business analysis** into practical **roadmap** themes.
- Introduced headless CMS patterns and coordinated Next.js proofs of concept with engineering and **architecture** teams.
- Prioritized incidents, upgrades, **vulnerability remediation**, and **Core Web Vitals** improvements beside feature demand.
- Formalized software change request intake and decision criteria across **marketing**, application owners, and platform teams.
- Built analytics and monitoring dashboards that clarified adoption, release health, experience signals, and risks.
- Coordinated DevOps and CI/CD improvements, release readiness checks, and UAT gates across web applications.

Digital Product Owner, Enterprise Web Platforms

March 2019 - June 2021

Pioneer Mutual Technologies

Boise, ID

Owned Agile backlog execution for an AEM content platform, translating stakeholder needs into epics, acceptance criteria, publishing workflows, and platform improvements. Coordinated authors, business representatives, software engineering, hosting, security, and operations teams across delivery, UAT, monitoring, incidents, and capability planning.

- Converted stakeholder needs into **AEM** epics and acceptance criteria, improving backlog clarity for engineering teams.
- Delivered reusable authoring components and publishing workflows with **software engineering** partners.
- Applied business analysis and **critical thinking** to reconcile competing requests and recommend platform solutions.
- Coordinated UAT with content authors and business representatives, evaluating results and software problems.
- Supported **AWS** hosting, **CDN** configuration, monitoring, incident reviews, and security practices for content operations.
- Documented installed capabilities, current usage, planned **enhancements**, risks, and platform dependencies.

Associate Product Owner, Digital Platforms

October 2016 - February 2019

Summit Retail Group

Spokane, WA

- Supported roadmap and **backlog management** for customer facing digital experiences and Web Content Management Systems. Partnered with marketing, customer service, engineering, and product stakeholders on requirements, Agile delivery, release validation, defect triage, analytics review, and growing platform ownership.
- Supported **roadmap planning** for customer facing experiences and **Web Content Management Systems**.
 - Translated marketing and customer service needs into stories and acceptance criteria before **engineering** refinement.
 - Tracked software defects and change requests through triage, ownership, and resolution.
 - Executed **UAT** scenarios for desktop and mobile releases, documenting defects and validating fixes.
 - Reviewed analytics and monitoring signals after releases, identifying experience issues for product priorities.
 - Contributed to Agile ceremonies, release planning, stakeholder demonstrations, and product documentation.

PROJECTS

Enterprise Edge Delivery Modernization 📅 2024

Created a governed delivery approach connecting AEM content with Vercel, Next.js, Akamai CDN, Edge Computing, and AWS. Improved alignment among architecture, cybersecurity, marketing, and application teams through practical platform decisions.

Headless Content Adoption Program 📅 2023

Introduced headless CMS patterns and reusable authoring practices for multi brand web experiences. Connected business demand with engineering delivery, UAT readiness, analytics, monitoring, and platform adoption goals.

LEADERSHIP & AWARDS

- Recognized by executive sponsors for clear platform investment recommendations and reliable roadmap governance.
- Selected by product and engineering peers as a trusted partner for difficult backlog and delivery decisions.
- Received leadership recognition for coordinating secure web platform modernization across multiple stakeholder groups.

EDUCATION

Bachelor of Science in Information Systems

2016

Washington State University GPA: 3.5

Pullman, WA

Coursework: Product management, systems analysis, database management, software engineering

CERTIFICATIONS

- Certified Scrum Product Owner 📅 2020
- AWS Certified Cloud Practitioner 📅 2021
- Adobe Experience Manager Sites Business Practitioner Professional 📅 2023

TECHNICAL SKILLS

- **Adobe Platforms:** Adobe Experience Manager, Adobe Edge Delivery Services, Adobe Sites
- **Web Delivery:** Vercel Platform, Next.js Framework, Akamai CDN
- **Cloud Services:** AWS, Cloud Infrastructure, Cloud Hosting
- **Content Systems:** Headless CMS, Web Content Management Systems, Content Authoring
- **Edge Technologies:** Edge Computing, Edge Delivery, CDN Architecture
- **Security:** Web Application Security, Security Compliance, Vulnerability Remediation
- **Delivery Engineering:** DevOps, CI/CD, Release Management
- **Performance:** Core Web Vitals, Site Performance, Performance Monitoring
- **Product Operations:** Product Governance, Backlog Management, Software Change Requests
- **Quality Practices:** User Acceptance Testing, Defect Triage, Release Criteria
- **Analytics Tools:** Digital Analytics, Monitoring, Experience Signals
- **Service Operations:** Incident Management, Software Problem Management, Service Level Compliance

SKILLS

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|-----------------------|---------------------|---------------------|-----------------------------|
| • Product Strategy | • Business Analysis | • UAT | • Incident Management |
| • Roadmap Planning | • Product Vision | • Vendor Management | • Vulnerability Remediation |
| • Backlog Management | • Critical Thinking | • Licensing | • Executive Reporting |
| • Agile Methodologies | • Decision Making | • Budget Planning | |

PROFESSIONAL AFFILIATIONS

- Product Management Institute member, focused on enterprise product strategy and Agile delivery practices.
- Scrum Alliance community participant, sharing practical product ownership and backlog governance experience.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST