

Tom Schoenberg

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Program Management | Transformational Leadership | Digital Marketing | Process Innovation

OVERVIEW

Results-driven Program Manager with over 20 years of experience in project and program management. Manager of complex enterprise-level programs for major clients. Cross-functional collaborator with a background in overseeing digital production operations, improving efficiency, and serving as primary point of contact for clients. Proven leader able to collaborate with stakeholders to manage multiple workstreams and drive successful project launches. Expertise in risk mitigation, integrated delivery, and leveraging process improvements. Practiced hand at budget and resource management. Skilled at leading high-performing teams and bridging gaps between technical and non-technical audiences. Recognized for delivering measurable results and high impact across organizations. Trusted to translate ambitious client goals into successful programs providing measurable outcomes.

EXPERTISE

Cross-functional Program Leadership | Resource Planning | Risk Mitigation | Marketing Technology | Program Budgeting & Economics | Client Relationship Management

Process Creation and Documentation | Performance Optimization | Platform and CMS Management | Digital Production Operations | Vendor & Partnership Management

Agile & Scrum Methodology | Retrospectives | Data Analysis | JIRA | SOW Development | Digital Program Execution | Monday.com | Technical & Non-Technical Communication | Strategic Planning

PROFESSIONAL EXPERIENCE

Digital Production Consultant

Rocket Mortgage | Detroit, MI | OCT 2024 – JULY 2025

Recruited into the company based on recognized industry expertise and a strong record of success. Hired as an independent consultant to establish a digital production program and contribute to strategic planning and process development.

- Partnered with the marketing division and a team of 10 producers to design and implement digital production processes for web deployments.
- Gathered cross-functional input and documentation to shape production process creation.
- Established a new methodology for initiating projects, producing and estimating concepts, and executing results. Provided a full roadmap and workflow to build repeatable digital production processes and fulfill critical business requirements based on that methodology.
- Contributed to conceiving and implementation conversations for 9 distinct open-web proposals for future presentation to decision-makers.

Program Manager / Senior Digital Producer

Commonwealth/McCann | Detroit, MI | OCT 2013 – OCT 2024

Hand-selected for a newly created role developed to utilize industry experience. Served as program manager for Chevrolet.com, acting as primary point of contact and project lead, managing client relations and partner agency collaboration. Led high-performing cross-functional teams and defined expectations by creating manuals, processes, and procedures for seamless execution. Oversaw seven-figure project budgets for vendor work, ensuring on-time delivery within defined scope and budget.

- Directed day-to-day website production program for Chevrolet.com, the #1 automotive manufacturer website according to JD Power. Led production work to meet and exceed client business needs and improve user experience for the customer-facing brand website's 10M monthly users.

- Decreased turnaround time for content updates on Chevrolet.com from three to five days to eight hours or less.
- Managed full project portfolio lifecycle from data-driven discovery to on-time and under-budget delivery, collaborating with UX/UI designers, web developers, and QA teams. Designed CMS processes by which website was managed, documenting responsibilities, creating deliverable templates, and obtaining buy-in from all parties.
- Launched dozens of high-visibility automotive websites, including the Silverado EV microsite, the first-ever mid-engine Corvette, the US launch of the Trax, and the redesign of the full Chevrolet EV information environment.
- Oversaw website production work for eight to 10 producers, managing resource allocation and scheduling. Prioritized a project portfolio of 250-500 individual site projects annually, personally completing 50-100 annually. Designed and maintained several task management systems to track progress, provide milestone updates and ensure quality assurance standards.
- Led four platform, design system and CMS migrations, each involving large scale content management and updating, functionality development and cross-functional communication within new system architecture and design languages. Oversaw authoring and development system updates, client relations, agency partnerships, and more. Created multi-phase schedules for use across teams, partner agencies, and clients.
- Recruited, onboarded and managed a vendor partnership that evolved into a successful ongoing collaboration, resulting in the development of dozens of groundbreaking individual interactive modules.

Product Manager

Cengage Learning | Farmington Hills, MI | MAR 2012 – OCT 2013

Promoted to Product Manager after considerable success in editorial roles. Directed efforts of three Agile development teams to secure functionality using Scrum methodology. Remained up to date on industry changes and content requirements. Deployed updated and optimized processes, procedures, and guidelines enterprise-wide.

- Served as a Product Owner for an Agile team of 15, managing a library reference database available across thousands of libraries with hundreds of thousands of visitors annually.
- Managed day-to-day development operations for digital general reference platforms, providing 7M individual user sessions yearly.
- Collaborated with sales, marketing, finance, customer service, and leadership to support \$35M in annual revenue.

Senior Editor & Project Manager

Cengage Learning | Farmington Hills, MI | JAN 1998 – MAR 2012

Generated high-volume e-book and print projects, aligning with strict deadlines and budgets while driving \$3M in annual sales. Oversaw contracting, payment, and scheduling for freelancers, ensuring flexible, on-time content delivery to meet business needs. Promoted from Associate Editor to Senior Editor during tenure, reflecting growth in both project scope and professional experience.

- Guided a large-scale project to manage and edit a reference book series, starting with a schedule of eight per year. Drove 26 volumes per year by the end of tenure and streamlined documentation, processes, and procedures to efficiently manage increased scope.
- Launched two new library manuscript web application projects each involving the digitization and organization of hundreds of thousands of images.

EDUCATION

Bachelor's Degree in English | Wayne State University 1999

TOOLS AND TECHNOLOGY

Mac & PC Operating Systems, JIRA, Monday.com, Excel, PowerPoint, SharePoint, Smartsheet, Figma, Workday