

# LUKE DICKERSON, PMP, CSPO, CSM

St. Augustine, FL 32092 | [LinkedIn](#) | 641-781-1858 | [luke.korea@gmail.com](mailto:luke.korea@gmail.com) | [Portfolio](#)

## EXPERIENCED PRODUCT OWNER, PROJECT MANAGER, SCRUM MASTER

PRODUCT OWNERSHIP | AGILE MANAGEMENT | SCRUM | PROJECT MANAGEMENT | CROSS-FUNCTIONAL LEADERSHIP

*Certified Project Manager, Product Owner, and Scrum Master (PMP, CSPO, CSM) – Certified SAFe® 5*

### Proven success leading projects and teams to deliver on product, technical, and business objectives

■ ■ ■

- ▶ **Results-Driven Product Owner & Scrum Master** with 10+ Years of Agile experience and proven ability to lead product delivery, drive product feature definition, craft purposeful user stories, and manage prioritization. History of success as Digital Delivery Manager, Product Owner, Product Manager, Scrum Master, and Digital Project Manager.
- ▶ **Certified Project Manager** experienced in managing all aspects of complex projects with on-time, on-budget completion. Saved millions of dollars through efficiencies employing creative solutions. Leverages 15 years of Adobe experience and background in design thinking and digital advertising.
- ▶ **Creative Problem Solver** skilled in developing innovative solutions while maintaining excellent attention to detail. Track record of building API libraries and translating use cases and capabilities into product requirements.
- ▶ **Effective Communicator** able to influence stakeholders, build strong relationships, and lead crossfunctional collaboration.

#### AREAS OF EXPERTISE:

Project Management ▪ Team Leadership ▪ Product Delivery ▪ Project Prioritization ▪ Feature Definition ▪ Product Backlog ▪ Agile Management ▪ Waterfall ▪ Design Thinking ▪ Artificial Intelligence (AI) ▪ Testing ▪ Analytics ▪ Scrum Leadership ▪ Sprint Planning ▪ Resource Optimization ▪ Documentation ▪ Testing ▪ Risk Management

## PROFESSIONAL EXPERIENCE

### CVS Health

2021 – 10/2023

#### PRODUCT OWNER / DIGITAL DELIVERY & EDUCATION MANAGER

Provided digital product definition and delivery for Caremark pharmacy benefit management processing 46M prescriptions annually. Excelled as Product Owner upon hire, resulting in selection as the first Digital Delivery & Education Manager.

- Managed successful digital product delivery and education across the enterprise supporting 1M+ members across the U.S.
- Key leader in managing and establishing product documentation and education plans for digital products and tools for CRM platform through the client onboarding and development function.
- Product Owner to dozens of Agile Trains representing several multi-million-dollar clients, crafted articulated user stories that captured ever-changing regulations and state-specific requirements while navigating nuanced stakeholder hierarchies, technical design, and testing requirements.
- Oversaw CRM testing environment assessment (UAT), including gap analysis and SWOT analysis. Created and presented business case for a new CRM sandbox environment for a multi-million dollar platform.
- Improved stakeholder engagement with product implementations and changes across the company. Achieved 100% increase in product stakeholder meeting attendance YOY with 50% more updates presented monthly.
- Established targeted user experience interactions and prioritized client requests based on feature requirements using metrics from Adobe Analytics and Tableau tracked through custom Salesforce reports and dashboards.
- Managed multiple projects for client implementations and education, including project planning, timelines, resources, priorities, reporting, and technical feasibility. Ensured project delivery on time, within budget, and aligned with objectives.

### Guidewell Connect

2020 – 2021

#### PRODUCT OWNER

Led product ownership for end client Blue Cross Blue Shield of Florida and their multi-million dollar Medicare CRM. Managed internal and external stakeholder communication and coordination. Created comprehensive product documentation, ensuring clarity and accessibility for vendor.

- As Product Owner for third-party platform CRM platform, designed workflows, managed documentation, presented features, and led stakeholder meetings.
- Recognized as technical subject matter expert for Medicare campaign execution within CRM. Served as liaison and managed collaborations with vendor, internal development teams, and users.
- Successfully prioritized and presented critical product feature requests and requirements. Consistently surpassed goals for vendor response times, relationship management, and updates.
- Effectively defined and documented product user stories to inform product design and development.
- Administrator for Salesforce, developing custom dashboards, case workflows, and sales processes using Sales Cloud.

**Gannett / USA Today Network**

**2018 – 2020**

**SCRUM MASTER / PRODUCT MANAGER / PRODUCT OWNER**

Delivered on all aspects of product ownership, product management, and scrum for multiple applications. Managed product definition, product delivery, and feature requirements. Led the development of cutting-edge solutions to deliver on evolving advertising needs. Conducted quarterly business reviews, stakeholder meetings, and forecasts to secure development funding.

- Product Owner for 10 applications within ad innovations, including SaaS platforms. Product Manager of software application process from 0 to 1. Established the technical roadmap for product design of web-based digital applications.
- Guided product design and feature definition, including functional and non-functional requirements.
- Delivered \$1M+ in savings through production efficiencies for application.
- Project Manager for in-app A/B testing, enabling in-depth analysis of digital advertising success based on industry, design templates, and AI-influenced suggestions—resulting in lift of clickthrough rate (CTR) by 20%.
- As Scrum Master, managed Agile sprint planning, daily stand-ups, and retrospectives. Led scrum meetings, risk management, and status communications.
- Managed backlog grooming and product feature prioritization. Created product user stories, translated epics into features, and led strategic planning.

**EJ English**

**2015 – 2017**

**DIRECTOR OF TECHNICAL OPERATIONS**

- Managed technology infrastructure, including networks, servers, hardware, data storage, backups, and information security for family-owned business.

**Gannett / USA Today Network**

**2010 – 2015**

**DIGITAL PROJECT MANAGER / SCRUM MASTER**

- Managed backlog of the development team within Jira. Coordinated staff development and coaching.
- Trained 80+ sites and vendors on processes, presenting the future of digital advertising.
- Created and prioritized digital projects, UX/planning, and risk analysis.

**EDUCATION & CERTIFICATIONS**

**Bachelor of Arts (B.A.) in Graphic Design**

DRAKE UNIVERSITY – Des Moines, IA

**Project Management Professional (PMP)®**

**Certified SAFe® 5 Agilist**

**Certified Scrum Product Owner (CSPO)**

**AWS Certified Solutions Architect-Associate**

**TECHNOLOGY**

Jira | Confluence | SmartSheet | Adobe Creative Cloud | Miro | Rally | Salesforce | AWS | Microsoft Office | MS Project  
Agile / Scrum | Waterfall | Artificial Intelligence | A/B Testing | Tableau | HTML/CSS | API