Justin J. Hayer

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Professional Experience

SEI Investments
Blockchain Program Lead   **July 2021-Present**
Digital Asset Product Development & Delivery

- **Product Vision** – Led the prototype design for the Digital Asset SaaS product suite and the curation of the go-to-market roadmap.
- **Product Sense** – Collaborated with Design teams on the product design, user experience, product lifecycle and performance goals
- **Cloud Architecture** – Promoted a Cloud native application consisting of scalable managed services and infrastructure to support multiple P2P blockchain protocols that enable Web 3.0 and DeFi connectivity to the Digital Asset ecosystem
- **Strategic Partnerships** – Facilitated the partnership program and due diligence effort for all 3rd party relationships consisting of data providers, sub-custody services and Web 3.0 integrations.
- **Blockchain Evangelist** – Developed in-house corporate training and presentation curriculums and represented the company externally both locally and domestically at various Digital Asset conferences and vendor meetings.
- **Project Ownership** – Coordinated across the organization and provided monthly updates to our C-suite on product milestones, work stream status and industry updates spanning development, legal, compliance, infosec and marketing among others
- **Strategic Ventures** – Actively participate in our venture capital programs related to blockchain and Digital Asset opportunities

Senior Scrum Master   **June 2016 -July 2021**
Agile Delivery Management (5 scrum teams)

- **Resource Management** – Responsible for staffing 5 cross functional distributed teams across US, UK and India
- **Project Planning** – Prioritized the program backlog based on client objectives and team capacity across multiple LOBs
- **Scrum Alignment** – Facilitated Scrum of Scrums (SoS) to remove impediments and proxy scrum ceremonies at the team level
- **Communication** – Actively communicated delivery assurance to senior leadership on key performance indicators (KPIs)
- **Process Improvement** – Created and maintained multiple communities of practice, workshops, newsletters and handbooks
- **Servant Leadership** – Agile coach and mentor to 8 scrum masters and 9 product owners
- **Vendor Management** – Coordinated with vendors for delivery assurance, staffing, rate negotiations and visa management
- **Relationship Management** – Developed and maintained key relationships with clients, market unit stakeholders, vendors and peers
- **Quality Assurance** – Fostered automation, test first behavior, as well as the adherence to 3 sigma goals in all phases of testing
- **Production Support** – Managed and negotiated the production support backlog via ServiceNow to prioritize fixes and mitigations

Product Owner/Product Management   **June 2015 -June 2016**
Client Portfolio Management (2 scrum teams)

- **Product Management** – Coordinated with Design and Architectural teams on feature vision, design, UI/UX and performance requirements to manage product expectations and delivery goals with stakeholders.
- **Backlog Refinement** – Conducted thorough review of backlogs for prioritization, story splitting and gap analysis
- **Requirement Analysis** – Analyzed strategic business requirements across multiple domains including but not limited to portfolio management, sleeve-based accounting, trading, loaders, fees, intraday pricing, strategy and overlay management
- **Scrum Alignment** – Led a Product Owner SoS to discuss dependent deliverables and designs, Agile techniques and best practices
- **Team Building** – Developed strong working relationships while mentoring both Business and Quality Analysts
- **Business Writing** – Created clear and thorough release notes, a domain directory and client facing knowledge content

Master's Rotation Business Analyst   **January 2014 -June 2015**

Education

M.B.A.
Kutztown University of Pennsylvania, Kutztown, PA   **December 2013**
Cumulative GPA: **3.93**

B.S.
The Pennsylvania State University, University Park, PA   **May 2011**
Major: **Business Management**   Cumulative GPA: **3.49**
Minor: **International Business**   Major GPA: **3.80**

Skills & Associations

- Scaled Agile 4.0 SAFe® Agilist (SA) and SAFe® Advanced Scrum Master (SASM) certifications
- Proficient in CA Agile (Rally), SQL, Confluence, Webex, Windows & Mac OS, Microsoft 365 Suite programs
- Working experience with various blockchain and crypto asset protocols, crypto firm products and APIs
- Certified with the R3 Corda® blockchain platform and Certified Blockchain Expert via Blockchain-Council.org
- Working knowledge of Axure, Figma, ServiceNow, Workday, Grafana, Postman
- Gallup StrengthsFinder® - Communication, Activator, Strategic, Learner and Self-Assurance