Sam Roth

LEAD PROJECT MANAGER | UX STRATEGY | PRODUCT & RESEARCH OPS

PHILADELPHIA, PA | WORK@SAMLROTH.COM | 215-801-7681 | LINKEDIN.COM/IN/SAMROTH

PROFESSIONAL SUMMARY

Outcome-driven Project Manager with 15+ years of experience delivering digital products across tech, healthcare, finance, and consumer industries. Known for a servant leadership style that centers team empowerment, co-creation, and shared outcomes. Skilled at aligning cross-functional teams around human-centered research and scalable product delivery. Trusted by Fortune 500 clients and startup partners alike for bringing clarity, momentum, and a culture of continuous improvement.

CAREER HIGHLIGHTS

- Led cross-functional UX programs with \$1M+ scope for clients like Meta, Chase, and Kenvue
- Delivered user-centric digital products across healthcare, CPG, real estate, and finance sectors
- Built scalable PMO standards for resourcing, governance, and cross-team coordination
- Facilitated workshops with senior stakeholders to drive design thinking and strategic alignment
- Embedded accessibility and inclusive design practices into enterprise-level UX delivery

SKILLS & TOOLS

- Project Delivery: Agile, Scrum, Product Lifecycle, Roadmap Planning, Cross-functional Leadership
- **UX & Product**: Design Thinking, Service Design, User Research Strategy, Prototype Testing, Accessibility (WCAG 2.1)
- Client & Team Engagement: Workshop Facilitation, Executive Alignment, Strategic Consulting, Change Management
- PM Tools: Jira, Confluence, Smartsheet, ClickUp, Miro, Figma, Airtable, Asana, Adobe Workfront
- Platforms: Google Analytics, HubSpot, SharePoint, Drupal, WordPress

PROFESSIONAL EXPERIENCE

Think Company | Philadelphia, PA | 2023 - 2025

Senior Project Manager II | 2024 – 2025

- Led full product lifecycle of a \$1M+ national real estate platform, overseeing user research, prototyping, and delivery
- Built PMO processes for scoping, delivery governance, and agile team support
- Collaborated with Research, UX, and DevOps leads to align product releases to business timelines

Embedded Consultant to Kenvue (formerly J&J Consumer) | 2023 – 2024

- Designed and co-facilitated workshops with senior leadership to define brand vision, operational goals, and capability roadmaps
- Created cross-functional service design playbooks to guide internal product development
- Delivered internal training in design thinking, iterative testing, and non-violent communication

Frog Design, part of Capgemini Invent | Philadelphia, PA | 2021 – 2023 Senior Program Manager

- Built interdisciplinary teams across UX, research, and tech strategy for Fortune 100 clients
- Led both quantitative usability testing and qualitative, in-field research on user behaviors and prototypes
- Created executive-facing deliverables (e.g. journey maps, service blueprints, validated prototypes) to support investment decisions with \$10M+ impact

- Owned client engagement in technology (Amazon, Meta), insurance (Asurion, The Hanover Group), finance (JPMorgan Chase), healthcare (Baxter)
- Produced live event for DesignPhiladelphia focused on accessibility and inclusive design practices

Eastern Standard | Philadelphia, PA | 2018 - 2021

Senior Project Manager

- Oversaw digital project delivery at a high-volume UX and development agency
- Delivery lead for end-to-end builds of Drupal and WordPress platforms (budgets \$600K+), including discovery, design systems, content, QA, and UAT
- Led WCAG 2.1 accessibility audits and remediation for healthcare and higher-ed clients
- Cultivated ongoing relationships with key clients including CHOP, Temple Health, University of Pennsylvania, and Cornell Law School

The Food Group | New York, NY | 2014 – 2017

Senior Project Manager

- Delivered B2B platforms and B2C omnichannel campaigns for national foodservice brands including Kraft-Heinz, Oreo, Perdue, Tabasco, and Florida Dept. of Citrus
- Grew internal digital PM capabilities and developed CRM processes and training programs
- Managed multi-year site updates, stakeholder engagement, and ongoing content governance

Publicis Life Brands Medicus | New York, NY | 2013 – 2014 Digital Producer

- Led development and global deployment of an internal CMS and knowledge platform for a pharmaceutical launch brand
- Managed cross-functional teams in persona research, global usability testing, and rapid iterative prototyping to drive adoption
- Coordinated with IT, med-legal, and change management stakeholders for platform governance

Havas Life New York | New York, NY | 2011 – 2013

Digital Producer

- Managed digital campaigns and CRM tools across brands in a strict regulatory environment
- Delivered platforms and global content for Walgreens and an MS product team
- Oversaw SOWs and delivery timelines across HCP and patient-facing initiatives
- Supported new business development and contributed to PMO operations

Lorél Marketing Group | Interactive Project Manager | King of Prussia, PA | 2010

Saatchi & Saatchi Healthcare Innovations | Project Coordinator | Newtown, PA | 2009

GSW Worldwide | Emerging Technology Intern | Newtown, PA | 2008

Centocor | Internal Communications Intern | Horsham, PA | 2007

EDUCATION AND CERTIFICATIONS

Beloit College | BA in Literary Studies | Beloit, WI | 2009

PMP Certification | In Progress | 2025