

# Robert Saucedo

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## SUMMARY

- Program Manager with 5+ years of experience leading cross-functional teams, aligning marketing and engineering priorities, and delivering scalable SaaS and cloud solutions.
- Proven record of driving measurable impact: managed 5,000+ annual field marketing requests, raised CSAT to 4.9/5 with 30% YoY survey engagement growth, and founded Lumio Technologies to deliver Microsoft 365 adoption programs.
- Recognized for stakeholder communication, operational rigor, and translating customer insights into actionable strategies that accelerate go-to-market execution and improve product readiness.

## PROFESSIONAL EXPERIENCE

### LUMIO TECHNOLOGIES, LLC.

#### **FOUNDER**

**09/2025 – PRESENT**

Lumio Technologies is a Microsoft 365 training and adoption consultancy helping organizations maximize productivity, collaboration, and hybrid work efficiency.

- Designed and delivered tailored training programs across Teams, SharePoint, OneDrive, and Microsoft 365 suite, driving measurable adoption and engagement.
- Built and managed brand presence, including website, marketing strategy, and educational content to strengthen credibility and client acquisition.
- Produced 90-second Microsoft 365 video tutorials and hands-on materials to reinforce practical learning and showcase product value.

### MICROSOFT

#### **MARKETING PROGRAM MANAGER**

**06/2023 – 05/2025**

Microsoft is a global technology leader with 220,000+ employees and \$200B+ annual revenue, serving enterprise and consumer markets worldwide.

- Directed a 6-person vendor and development team to manage 5,000+ annual field requests, ensuring consistent SLA adherence and high-quality delivery across global marketing programs.
- Increased CSAT to 4.9/5 and drove a 30% YoY improvement by optimizing intake workflows, standardizing communication, and strengthening field engagement processes.
- Owned Azure DevOps sprint planning, converting stakeholder priorities into actionable backlogs, sequencing work for maximum throughput, and improving delivery predictability.
- Led weekly cross-functional ROB meetings to track milestones, resolve blockers, and realign priorities, improving transparency and accelerating execution across marketing, engineering, and operations teams.

- Developed executive-ready reporting and communications, providing clear insights into program health, performance metrics, and field trends to support data-driven decision-making.
- Escalated and resolved critical field issues and service outages, coordinating with engineering and operations partners to minimize business disruption and restore service quickly.

### **INTEGRATED MARKETING PROGRAM MANAGER**

**05/2022 – 06/2023**

- Led cross-functional marketing initiatives that improved partner engagement and accelerated time-to-market for key campaigns.
- Executed scalable marketing programs aligned with business priorities, resulting in measurable pipeline growth.
- Streamlined reporting processes using Power BI, enabling real-time insights into campaign performance and ROI.
- Collaborated with sales and engineering teams to align messaging and drive adoption of new cloud solutions.

### **ASSISTED SALES MANAGER**

**03/2020 – 05/2022**

- Led a team of 5 in the Lead Distribution Sales Program, driving cloud and device adoption while consistently exceeding quarterly revenue targets.
- Used Power BI and Excel to analyze sales data and coach team performance, contributing to 3% YoY growth in cloud opportunities.
- Secured 451% of Cloud LTV FY21Q4 goal through pipeline accuracy audits and seller engagement.

### **ROTATIONAL PROJECT MANAGEMENT ASSIGNMENT**

**01/2020 – 03/2020**

- Led a pilot project capturing video feedback from retail stores, enabling engineers to improve product design based on real-world insights.
- Collaborated with HQ Support to develop scalable solutions aligned with leadership expectations.
- Authored public-facing articles for the Windows Community, enhancing user education and product engagement.

### **LEARNING SPECIALIST**

**10/2018 – 03/2020**

- Developed learning strategies for retail teams, improving readiness and consistency across stores.
- Built centralized tracking systems for training execution, improving visibility and prioritization.
- Recognized as “Impact Player of the Quarter” for leadership and coaching contributions.

### **SERVICES ADVISOR**

**02/2011 – 10/2018**

- Served as lead point of contact for high-priority support and business consultations.
- Ranked top three regionally in M365 seat sales and led in subscription deployments.
- Standardized procedures and improved documentation used company-wide.

## **NATIONAL FOOTBALL LEAGUE (NFL)**

### **GAME OPERATIONS - STILL PHOTO TECHNICIAN (CREW CHIEF)**

**07/2018 – 05/2022**

The NFL is the premier professional football league in the US, with 32 teams and \$18B+ annual revenue.

- Led a team of 3 technicians supporting game-day operations, ensuring seamless setup and distribution of Microsoft Surface tablets to coaches and players.
- Monitored real-time video feed transmission and resolved technical issues under high-pressure conditions.
- Coordinated weekly with NFL IT, Microsoft, and DVSPORT to align on operational updates and troubleshoot system performance.

## EDUCATION

### **BACHELORS DEGREE | UNIVERSITY OF ARIZONA GLOBAL CAMPUS**

Major: Business Information Systems

## CORE SKILLS

Program & Project Management, Cross-Functional Collaboration, Agile Methodologies, Sprint Planning (Azure DevOps), Stakeholder Communication, Executive Reporting, Rhythm of Business (ROB) Facilitation, Customer Feedback Programs, SaaS & Cloud Technologies, Microsoft 365 Suite (Teams, SharePoint, OneDrive, Exchange), Data Analysis (Power BI, Excel), Marketing Operations, Go-to-Market Execution, Pipeline Hygiene Audits, Issue Resolution Enablement