Seth McOmber

Program Manager specializing in digital user experience

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Professional Experience

Program Manager & Principal UX/UI Designer/Engineer

PEMCO Mutual Insurance, Seattle, WA
Dec 2012 – Present

- **Modern Workplace Migration and Adoption Program**

  Managing multi-year program to implement Microsoft's Modern Workplace platform, including company-wide adoption of cloud-based systems for internal communication, collaboration, and productivity. Working with multiple stakeholders including the CIO, VP of People and Brand, and Directors of Information Security, Human Resources, Marketing, and Learning & Development, to develop and prioritize individual projects to meet overall program objectives.

  Program results:

  - 100% adoption of cloud-based systems.
  - Completed multiple migrations/transitions with no measurable disruption to user work or help-desk support system.

  Individual projects include:

  - Microsoft Teams Adoption: Directed company-wide adoption of MS Teams as primary collaboration and communication hub.
  - Intranet Migration: Managed migration of company intranet to the cloud, including more than 40 individual sub-sites and an additional 300+ collaboration sites used by smaller targeted teams. Coordinated all migration tasks by third-party vendor and end-to-end testing by subject matter experts and end users.
  - Microsoft Viva Adoption (in progress): Working with stakeholders in IT, Communications, and Learning, to implement Microsoft Viva applications. Objective is to enhance user engagement by bridging personalized content across the entire Modern Workplace landscape.

- **External Agent Systems and Access Program**

  Managed two-year program to guide 800 affiliated insurance agents into compliance and adoption of new cloud-based systems and related security protocols. Worked with General Counsel and Directors of Sales, Marketing, and Information Security to establish program priorities and build consensus between contrasting opinions. Recruited and managed teams of external agents throughout testing of processes and communications and relied on their feedback to adjust our approach and achieve nearly %100 adoption.

  Program results:

  - 99% compliance with updated processes and protocols (work is ongoing).
  - Completed three separate efforts with minimal disruption to agent work or internal help-desk support system.

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Summary

I manage complex IT-driven programs, with focus on adoption and end-user experience. I work closely with stakeholders from across departments and at every level of management to ensure outcomes meet or exceed executive vision.

Education

University of Washington Professional & Continuing Education
Certificate in Project Management, 2021

University of Washington Professional & Continuing Education
Certificate in JavaScript, 2017

University of Washington Professional & Continuing Education
Certificate, HTML5, CSS3 & Responsive Design for Web Development, 2016

School of Visual Concepts
Professional Development in Typography, Poster Design, and Web-Based Content Management Systems, 2008 – 2012

Sacramento City College
Career Certificate, Graphic Communication, 2006

Related Experience

President, Board of Directors
Delridge Grocery Cooperative
November 2021 – present

Advisory Board Member
University of Washington Professional and Continuing Education
January 2018 – October, 2019

Professional Experience

Individual projects included:

- Single sign-on: Developed and implemented project to force agents to use updated login credentials.
- Multi-Factor Authentication for Agents: Developed and implemented project to guide agents to enroll in multi-factor authentication, including use of their personal device.
- Updated legal requirements: Planned and implemented process for all agents to approve legal documents as a requirement of systems use.

- **Search Engine Optimization (SEO) Program**

  Managed multi-year program to analyze and improve organic search ranking of pemco.com. Directed decision making between IT and Marketing leaders in addition to a third-party vendor. Worked across departments to prioritize individual work efforts.

  Program Results:

  - Increased unique visitor count by 30% in first year

- **Customer Reviews Program**

  Developed three-year multiple-phase program to encourage online customer reviews. Worked closely with CIO and VP of People and Brand to ensure program vision was realized.

  Program Results:

  - Average Google rating increased from 2.7 stars to 4.6 stars.
  - Google review count increased from 64 reviews to 1,862 reviews.

Assistant Director of Clinic Marketing

Bastyr University, Kenmore, WA
May 2009 – Dec 2012

- Managed development and implementation of marketing campaigns across varied media. Provided creative direction for print and web marketing campaigns. Supervised marketing staff.

Owner/Principal

Seth McOmber Design
Jun 2008 – December 2012

- Provided web and graphic design services with focus on brand identity, web site design, and search engine optimization.

Marketing Director

Davis Food Co-op, Davis, CA
May 2004 – Dec 2008

- Oversaw all marketing aspects of $20 million/yr retail food cooperative. Developed and implemented marketing strategy within self-managed budget. Planned and executed promotional events. Forged and fostered community partnerships.