

ANTONIO BERNAL

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SENIOR PROGRAM & PROJECT MANAGER – GLOBAL OPERATIONS & CROSS-FUNCTIONAL LEADERSHIP

Program and Project Manager who takes ambiguous, cross-functional operational problems, spanning technology, product and vendor ecosystems, and turns them into structured delivery frameworks with measurable outcomes. Partners with senior leadership and stakeholders across multiple regions to align business objectives, technical execution and operational priorities, influencing without formal authority in fast-moving, matrixed environments. Brings strong program governance together with a track record of operational transformation, process optimisation, automation and AI-enabled initiatives that improve scalability and delivery performance.

CORE COMPETENCIES

- Program, Project and Portfolio Management
- Cross-Functional Leadership
- Risk, Issue and Dependency Management
- Process Improvement and Operational Excellence
- Budget and Schedule Management
- Knowledge Management
- Stakeholder Management
- Executive Reporting and Communication
- Change Management
- Vendor and Partner Management
- AI and LLM Enablement
- Data Analysis and KPI Monitoring

PROFESSIONAL EXPERIENCE

TECHNICAL PROGRAM MANAGER - DIGITAL ENGINEERING, R&D (CONTRACT) August 2026 - Present PepsiCo, Cork (Ireland)

Strengthening program governance and delivery ways of working for PepsiCo R&D's Digital Engineering team, a portfolio of up to 25 concurrent data initiatives across five Product Owners. Partnering directly with the Senior Director of Digital Engineering and leadership across Data Engineering and Data Analytics.

- Completed an **Agile and product management maturity assessment** across the portfolio, including **Azure DevOps** usage, identifying improvement opportunities in governance, capacity management and progress tracking.
- Established a **portfolio reporting cadence** giving leadership clear line of sight of parallel workload, risks, dependencies, blockers and overall portfolio health.
- Facilitated **team Vision and Mission workshops** as the strategic foundation for value-driven product roadmaps and **SAFe PI Planning**.

PROGRAM MANAGER - GLOBAL OPERATIONS & KNOWLEDGE MANAGEMENT October 2019 - June 2026 Amazon, Cork (Ireland)

Owned and delivered multiple global, high-risk operational content programs in a fast-moving Customer Service organisation. Execution spanned up to five concurrent, interdependent workstreams, aligning cross-functional teams under shared objectives and Director-level reporting cadences.

- Implemented an AI-enabled content production model that delivered **\$1.2M in annualised operational savings**. Partnered with UX and ops to identify efficiency opportunities and transform workflows. **Reduced handle time** by 23 seconds and **improved user satisfaction scores** by 15%.
- **Built a KPI framework for a time-saving initiative** with no existing baseline, partnering with BI and UX to establish Time Spent On Page benchmarks from user research and BI-modelled projections. Tracked measurable progress against a defined glide path in monthly Director-level reviews.

- Coordinated a **20+ person hybrid team of internal contributors and external vendors**, governing onboarding, SLAs, budget and quality against a \$600K vendor contract. The resourcing model scaled delivery beyond internal team capacity, with vendor performance exceeding quality targets by 10%.
- Enabled **delivery of an enterprise LLM chatbot from requirements gathering through deployment**, optimising 30k+ digital assets for RAG retrieval and aligning knowledge architecture with product needs. Served as subject-matter-expert input to the UAT framework and Go/No-Go decision.
- Recovered a **critical knowledge platform navigation failure**; directed root-cause analysis and implemented remediation, resolving 46% of issues via a vendor-built script. Completed ahead of schedule despite a 20% scope increase.

PROJECT MANAGER - CONTENT OPERATIONS

February 2016 - October 2019

Amazon, Cork (Ireland)

Managed end-to-end delivery of operational initiatives including Customer Service content, platform migrations, workflow standardisation, and tooling adoption to support scalable, multi-team delivery.

- Delivered **projects** supporting the **launch of 20+ Amazon products and features** within five European marketplaces, coordinating timelines, dependencies and stakeholder alignment.
- Partnered with Tech and Product teams on platform requirements within **enterprise CMS ecosystems**, contributing to operational governance and providing troubleshooting support for a 120+ person team.

CUSTOMER SERVICE & CONTENT DEVELOPER

February 2009 - January 2016

Amazon, Cork (Ireland)

Progressed from frontline Customer Service Agent into senior operational and Content Developer roles within high-volume global support environments.

- Built deep, hands-on understanding of customer experience drivers and knowledge gaps through direct responsibility for writing, editing, and maintaining internal and customer-facing content for over ten different products in two languages.
- Resolved live customer queries via email, phone and chat, including technical support for Kindle e-readers and other digital devices.

TOOLS & TECHNOLOGIES

Program and Project Delivery

PRINCE2, Scrum, Azure DevOps, Microsoft Project, JIRA, Asana, Microsoft 365, RAID logs, RACI frameworks

Automation and AI

Python, PowerShell, Amazon Q, Claude Code

Data Analysis and Reporting

Amazon QuickSight, SQL, Excel, Tableau

Content, Design and Accessibility

DITA XML, RWS Tridion Docs, Figma, xMetaL, enterprise CMS & knowledge platforms, WCAG 2.1

CERTIFICATIONS & EDUCATION

- PRINCE2 Practitioner
- Professional Scrum Master (PSM I)
- Computer Science (three years completed), Universidad de Sevilla (Spain)

LANGUAGES

- Spanish - Native
- English - Full professional proficiency