John C.E. Johnson, PMP CSM SPC
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Current Position

<u>University of Maryland, PM Center for Excellence</u>   Annandale, VA

John Johnson serves as the Professional Programs Manager at the University of Maryland, College Park, Project Management Center for Excellence. He leads the initiatives that help grow the Project Management Center for Excellence across its three pillars: Academic Excellence, Outreach and Professional Development, and Research. He is primarily responsible for the Massive Open Online Course (MOOC) program, which currently is educating over 450,000 enrolled worldwide. Mr. Johnson also teaches graduate courses on Agile and Predictive management at the University of Maryland's Project Management Program. In partnership with the Maryland Technology Enterprise Institute, Mr. Johnson is co-leading the new Masters of Professional Studies in Product Management (MPPM), building on his years as a CTO, Startup Co-Founder, and Senior Agile Project Manager.

Professional Programs Manager   July 2021 – Current
- Leads the initiatives that help grow the Project Management Center for Excellence across its three pillars: Academic Excellence, Outreach and Professional Development, and Research
- Manages budgeting, financing, scheduling, recruiting, and outreach for the PM Center across seven academic degrees, delivering 21 graduate and undergraduate courses with 16 faculty.
- Directs the MOOC Program delivering on-demand education to over 330,000 learners using a disruptive approach that is growing revenues by 50%+ YoY with reduced overhead & cost.
- Leading new executive education engagements with major Fortune 500 and regional companies, opening new business lines in professional development.
- Founded the Executive Project Management (ePM) program to achieve an additional 30% growth in revenue YoY, leveraging MOOC program materials and marketing platform.
- Co-Designing and launching the first-ever edX Masters Degree at UMD in Product Management, with expected revenues for FY23 of over $1M, and FY24 of over $2M.

Strategic Program Manager (Promoted)   June 2019 – June 2021
- Initiated the PM MOOC Program building on the edX Agile Certificate by developing 18 MOOC Courses in two years, building from 50,000 to over 200,000 learners and earning over $500k/yr.
- Built partnerships across UMD's Clark School of Engineering, launching the first-ever cross-program offering on edX in Product Management, with multiple "Best MOOCs of All Time."
- Published research to identify "what makes a hit" and drive efficiencies into the MOOC development paradigm, leveraging big data, natural language processing, and crowdsourcing.
- Led a team of graduate assistants, contractors, and partners to deliver 300+ lessons, with over 50 hours of video, across 18 courses, accessible to over 160 countries reaching 200k learners.
- Built over 80% of UMD's total MOOC presence, with four (4) of UMD's seven (7) MOOCs on the "250 Best MOOCs of All Time" list; helping UMD rise to the top to match Stanford on this list.
- Personally, built two of the Best MOOCs of all time: *Applied Scrum for Agile Project Management*, and *Modern Product Leadership*; as one of the most decorated MOOC authors.

Previous Positions

PM Dynamics LLC   Annandale, VA

President & CEO   September 2018 – June 2019
John Johnson served as the President and CEO of PM Dynamics LLC. This small startup consultancy promoted online and in-person training for adult learners on project management.

- Designed and built the #1 edX Professional Certificate in the world on edX in Agile Project Management, which subsequently was the only UMD MOOC to be an edX finalist prize (2020)
- Provided workshops to adult learners who are professionals in federal and DoD contracting, including Information Technology, Aviation, Defense, Space Commerce, and Education.

Softek Enterprises LLC   Columbia, MD

John Johnson served as the Chief Technology Officer (CTO) for Softek Enterprises LLC. He led marketing and business development to create new strategic partnerships; and manages new product innovation by applying lean/agile principles to design optimal solutions for Softek's clients. Softek is a Minority-Owned Small Business specializing in Agile Software Development, DevOps, and Cloud.

Chief Technology Officer   March 2017 – September 2018
- Tripled revenue of Softek Enterprise winning two largest awards under National Archives IDIQ in FY18 for a total of over $7M in total awards, and over $2M in workshare for Softek.
- Led Softek's Business Development to gain its first Prime Contract (Commercial), IDIQ Award (National Archives), and 1st-Tier Sub to a $B award (Social Security).
- Generated five strategic partnerships in just two weeks with Federal Prime Contractors, Data Science Startups, and SaaS Companies
- Led marketing strategy overhaul by redefining Softek capabilities in Agile, DevOps, and Cloud technologies with comprehensive capabilities offerings.

Second Nature Software LLC   Annandale, VA

Second Nature Software is a tech startup in the DC metro area building a data preparation tool for researchers called Rocketfish. Rocketfish was faster and scaled larger than Excel, while being easier and more transparent that scripting languages like R and Python.

Co-Founder   January 2016 – March 2017
- Led marketing, sales, and requirements for the data preparation tool, *Rocketfish*
- Acquired trials with over seven research organizations consisting of over 200 active users including two institutes at NIH (NCI, NIAID), University of Maryland, and Rutgers University
- Manage finances, product, and portfolio development strategy to deliver working minimum viable products (MVPs) for early customer adoption
- Led customer development processes, including industry structure analysis, business process mapping, customer type-job alignment, and archetypes
- Designed startup paradigm leveraging state-of-the-art practice in entrepreneurship derived from Lean Startup, Customer Development, and Agile Development practices

IBM   Herndon, VA

Senior Agile Project Manager leading multiple development teams using agile practices to transform National Archives Records Administration (NARA) business processes, technology, and strategy. This project won Project of the Year for Project Management across all IBM projects worldwide in 2015.

Senior Agile Project Manager   December 2014 - December 2015

- Led strategic consulting to forecast and defend budgets for cutting edge big data search applications to support over 100 petabytes of electronic records expected by 2020
- Developed white papers and authored technical proposals to win over $8M for developing cloud-based applications to process and access government records
- Screened, Interviewed and trained agile teams of business analysts, developers and testers, conducting over 100 interviews and hiring over 20 team members.
- Tailored agile practices to refactor existing NARA production systems serving over 500 government agencies to enable integration new cloud applications through COTS upgrades
- Facilitated and led teams to design, prototype and implement features such as: virtualized work spaces, cloud/parallel processing (COTS, OSS, customized tools), elastic storage, computing, and search to achieve better resource and information management.

Booz Allen Hamilton   Washington, DC

Project manager for the three primary software products that support the award-winning Navy Shore Energy Program at Commander Naval Installations Command (CNIC) HQ.

Associate   July, 2012 – November 2014

- Project Manager, applying Scrum-Agile processes to develop decision support software for Navy's Shore Energy program; enabling $400M in annual energy investments
- Leading team of analysts and software developers to create and support tools for the Navy's energy program diagnostics, portfolio management, and long-range planning
- Engaging Navy government and military HQ stakeholders to improve business processes for information systems allocating $1.7B annually in facility energy costs

Senior Consultant   August, 2010 – June 2012

- Performed project management and metric development for asset, stakeholder, and risk assessments of Marine Forces Reserve's multi-billion dollar facility portfolio
- Managed and integrated efforts of 24 consultants across engineering, policy, & software
- Designed and managed development of a predictive manpower model to inform recruiting requirements and Force Structure allocation for Marine Reserves
- Technical lead on geographic information systems integration and metric development

Consultant   August 2009 – July 2010

- Led requirements gathering and system design for a web-based decision support tool for the Navy's $118 billion infrastructure portfolio
- Designed business process for right-sizing the Office of Sealift Support's fleet

Ricondo & Associates, Inc.   Alexandria, VA
Airport Consultant   June 2008 – October 2008
- Performed demand modeling and level of service assessments for LAX transit
- Performed operator-gate scheduling assessment for Dulles International Airport

Institute for Systems Research   College Park, MD
Researcher   May 2007 – July 2007
- Developed an action-based concurrent behavioral model of the Panama Canal
- Published research paper, International Conference on Systems Engineering, 2008

College Works Painting   Chevy Chase, MD
Independent Branch Operator   February 2005 – September 2005
- Started and managed company branch delivering over $20,000 per month of revenue
- Maryland Manager of the Year, 2005, Nominee

Education

University of Maryland, College Park, M.E., *Systems Engineering* **2015**
Penn State University, Graduate Certificate, *Geographic Information Systems* **2011**
University of Maryland, College Park B.S., *Civil Engineering* **2009**

Publications

A Process Modeling Framework for Formal Validation of Panama Canal System Operations
International Conference On Systems Engineering (INCOSE), November 4, 2008, Netherlands.
Authors: John Johnson, Dr. Mark Austin

Near-Site Agile: Scaling Agile with Real-World Constraints*. 2016 Project Management Symposium, 2016 May 12, University of Maryland, College Park, Maryland.* Author: John C. E. Johnson, PMP. URL: http://pmsymposium.umd.edu/pm2018/wp-content/uploads/sites/6/2015/07/2016_UMD_PM_Symposium_Papers.pdf

Lean or Agile: Lessons Learned from a Tech Startup. *2017 Project Management Symposium, 2017 May 4, University of Maryland, College Park, Maryland.* Author: John C. E. Johnson, PMP CSM URL: http://pmsymposium.umd.edu/pm2017/wp-content/uploads/sites/3/2015/07/2017_PM_Symposium_Papers.pdf

Earned Capabilities Management: A new approach to Agile Governance, building on EVM best practices*. IPM World 2017, 2017 October 30, Bethesda, Maryland.* Authors: John C. E. Johnson and Robin Pulverenti.

Key factors in MOOC pedagogy based on NLP sentiment analysis of learner reviews: What makes a hit. *January 2022. Computers & Education 176(2):104354*
Authors: Li, Lingyao; Johnson, John; Aarhus, William; Shah, Dhawal.
URL: http://dx.doi.org/10.1016/j.compedu.2021.104354