

Andrew Hallberg

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Technical Program Manager with 15+ years of product and program consulting experience within global companies like Nike and Warner Bros on billion dollar product portfolios. Recently, leading Gen Ai for Nike driving growth, being accountable for cross-functional product development, and establishing technical best practices for data science and analytics functions. Enterprise Gen Ai internal and external applications for AI/ML teams.

WORK EXPERIENCE

Nike • Beaverton, OR, USA

06/2024 - Present

Lead Program Manager AI/ML - GenAi

- Lead GenAI initiatives at Nike, building products with models like OpenAI, Anthropic (Claude), Meta LLaMA, and Google Gemini across marketing, data engineering, and e-commerce.
- GenAI initiatives—from internal ChatGPT-style tools and external chat agents to metadata enhancement, AI-generated marketing content (images, copy, video), and strategic evaluation of LLM vendors like OpenAI, Claude, Gemini, and LLaMA.

Hirely Ai • Portland, Oregon

03/2023 - Present

Co-founder and Technical Product Manager

- Led end-to-end product development for a GenAI video hiring platform, built with React, Next.js, Tailwind CSS, Firebase, and Python. Oversaw full-stack engineering, including API integration, OpenAI prompt engineering, mobile web optimization (Android/iOS), video processing, and UX design for customer adoption.

Warner Bros Discovery • Los Angeles, California

06/2023 - 04/2024

Enterprise Program Manager - MOTORTREND

- Mar '24 - Saved \$10M annually by streamlining Magazine Operations through outsourcing and consolidation and provided enterprise change management.
- Jan '24 - Led \$100M Oracle NetSuite software implementation Enterprise Resource Planning (ERP).

Nike • Portland, Oregon, USA

07/2021 - 06/2023

Global Technical Program Manager - Digital Product

- Leading \$400M Program for Nike Korea Expansion managed 15 agile teams and 4 Korean consumer operations teams, delivered on-time.
- Managing Nike.com and Nike App Digital Self Service Programs globally (Europe, China, North America, Asia Pacific-Latin America, Japan, and Korea).
- Improved daily operations for +87,500 retail employees worldwide by enhancing Retail Digital Tools for in-store inventory management, checkout, and exchange services.

Global Agile Program Manager – Digital Product

- Global Program Support for Salesforce, chatbot, live chat, telephony, agent inventory tools, and self-service on the web and app including returns, exchanges, and customer purchases.
- Sept '21 – Interim Product Manager for App and Web Self-Service UX teams. (8 months).

Genesis Financial Solutions • Portland, Oregon, USA

08/2018 – 07/2021

Sr. Program Manager – Mastercard Credit Cards

- Manage a team of project managers for complex, multidisciplinary projects including IT, Operations, Legal, Marketing, Customer Service, and Finance.
- Jan '21 – Website UX Design Update 12 applications and 40 credit card product offerings increasing origination 30% and adding \$100M to revenue with product changes.

Kaiser Permanente • Portland, Oregon, USA

06/2016 – 08/2018

IT Project Manager

- Interim IT Program Manager (6 months) – Virtual Patient Care including iPhone and iPad support with HIPAA compliant software.

The Gr8 Divide • Portland, Oregon, USA

05/2012 – 06/2016

Senior Product Manager

- Delivered key product consulting services to tech startups, fostering collaborations with Blue Origin, Twitter, and Virgin Hyperloop.

EDUCATION

Certificate, Strategic Execution

Harvard Business School

08/2023 – 11/2023

Master Of Business Administration, MBA

Willamette University • GPA: 3.86

09/2014 – 05/2016

CERTIFICATIONS

PMP – Project Management Professional

Project Management Institute

12/2017 – Present

CSPO – Certified Scrum Product Owner

Scrum Alliance

11/2023 – Present

SKILLS

- Program Management
- Agile Transformation
- Project Management
- Product Management
- Digital Transformation
- Agile Methodology
- Stakeholder Management
- Governance
- Web App
- Software Engineering
- Data Analysis
- Gen Ai
- React
- Python
- Api