

JOSHUA C. WESTMAN

Senior Operations Specialist | Program & Project Manager | Certified Scrum Master

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PROFESSIONAL SUMMARY

Results-driven Program and Project Manager, Certified Scrum Master, and operations leader with 4+ years driving end-to-end delivery of 300+ commercial initiatives at a high-growth, technology-forward hospitality brand. Currently leads a cross-functional operations support team, diagnosing workflow gaps across departments and designing process solutions — including identifying opportunities to apply AI tools to reporting, case management, and communication workflows. Proven track record spanning digital product launches (mobile app, web, booking platforms), itinerary planning, go-to-market execution, and organizational transformation. Expert in Agile/Scrum, hybrid delivery frameworks, and Jira-based workflow management.

CORE COMPETENCIES

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| ✓ Project & Program Management | ✓ Stakeholder Management & Alignment |
| ✓ Agile / Scrum / Hybrid Delivery | ✓ Cross-functional Team Leadership |
| ✓ Product Lifecycle Management | ✓ Change Management & Adoption |
| ✓ Go-to-Market (GTM) Execution | ✓ Process Optimization & Workflow Design |
| ✓ Roadmap Planning & Prioritization | ✓ Organizational Transformation |
| ✓ Digital Product Launches (App / Web) | ✓ Workflow Gap Analysis & Resolution |
| ✓ Team Leadership & Development | ✓ AI-Driven Workflow Design |
| | ✓ AI Business Process Modeling |

PROFESSIONAL EXPERIENCE

- Senior Operations Specialist (Lead) | Virgin Voyages

June 2026 – Present

 - Lead an operations support team covering reporting, case management, Seaware Main system administration, and internal communications, deploying the group to assist 8–10 internal teams monthly in closing operational and workflow gaps.
 - Analyze root-cause findings the team surfaces from underperforming departments and build repeatable workflow fixes and standard operating procedures, addressing the underlying gap rather than the recurring symptom.
 - Continue managing individual client-facing project work alongside team leadership responsibilities, balancing tactical delivery with organization-wide process improvement.
 - Serve as the team's lead for identifying AI-assisted efficiencies, applying Claude, Gemini, and ChatGPT across distinct workflow functions and developing AI agents that automate report and brief generation — improving process efficiency by 40%+.
 - Report workflow gap findings and remediation plans to the Senior Manager overseeing multiple operations teams, supporting capacity planning across the broader operations organization.
- Commercial Planning & Innovations Lead | Virgin Voyages

September 2022 – June 2026

 - Managed end-to-end delivery of 300+ commercial and operational initiatives across itinerary, shore excursion, shipboard, charter, and systems configuration workstreams — acting as the central hub for cross-functional coordination, dependency tracking, and launch readiness.
 - Served as a core project driver for VoyageFair Choices, a large-scale commercial transformation project that introduced a tiered fare structure, coordinating workstreams across product, technology, revenue, and marketing to ensure seamless go-to-market execution.
 - Managed 10+ high-complexity cruise displacement projects, orchestrating system reconfigurations, stakeholder communications, and guest-impact mitigation plans under tight timelines and shifting constraints.
 - Drove digital product delivery for Sailor App enhancements, web platform updates, and booking system changes by managing Jira-based backlogs, coordinating sprint planning, and ensuring clear requirements and acceptance criteria across engineering and product teams.
 - Managed 100+ shipboard modification projects, including equipment upgrades, AV/signage installations, and seating reconfigurations, coordinating cross-departmental scheduling and on-site execution.

- Served as platform owner and internal evangelist for Airtable, engineering scalable workflow solutions, automations, and dashboards that improved project visibility, reduced manual tracking, and drove adoption across partner teams.
- Configured charter pre-builds in Seaware reservation system and authored strategic communications to support operational readiness, change adoption, and stakeholder alignment across sales, ops, and product teams.

Business Development Manager | Grand HVAC Leasing

May 2021 – September 2022

- Drove revenue growth of 50%+ by identifying and penetrating new market segments, managing a strategic account portfolio, and executing targeted marketing programs to support lead generation and market positioning.
- Coordinated cross-functionally across Credit, Legal, and external contractor partners to streamline project execution and accelerate deal finalization.
- Onboarded 50+ new contractor partners, expanding the company's service delivery network and geographic reach.

Inside Sales Manager & Operations Lead | Winsupply

July 2016 – April 2021

- Led, mentored, and developed an inside sales team to consistently exceed revenue targets, executing customer retention strategies and cultivating high-value relationships.
- Spearheaded process improvement initiatives across sales and warehouse operations, achieving 50%+ efficiency gains through workflow redesign and best-practice implementation.
- Collaborated cross-functionally with Marketing, Logistics, and Warehouse teams to align lead generation, order management, and fulfillment operations.

Aviation Ordnance Technician (E-4) | United States Marine Corps

January 2009 – January 2013

- Managed inspection, maintenance, and operational readiness of aviation ordnance systems in deployment and combat environments, maintaining full regulatory compliance and accurate supply records.
- Trained and mentored junior Marines on ordnance handling, safety protocols, and technical procedures.

SKILLS & TECHNOLOGY

Project & Delivery: Project Management · Program Management · Agile · Scrum · Kanban · Waterfall · Hybrid Delivery · SAFe · Sprint Planning · Backlog Management · Roadmap Planning · Milestone Tracking · Risk Management · Dependency Mapping

Product & Commercial: Product Lifecycle Management · Go-to-Market (GTM) · Digital Product Launches · Feature Prioritization · Acceptance Criteria · User Stories · Booking Platform Configuration · Fare Structure Strategy

Tools & Platforms: Jira · Airtable · Seaware · Google Workspace · Microsoft Office Suite · Adobe Photoshop · Adobe Illustrator · ChatGPT / AI Tools

Leadership & Strategy: Stakeholder Management · Cross-functional Leadership · Team Leadership & Development · Change Management · Process Optimization · Business Process Re-engineering · Organizational Transformation · Continuous Improvement · Workflow Automation

AI & Digital Transformation: Generative AI (GenAI) Strategy · Enterprise AI Strategy · AI Business Process Modeling · AI-Driven Workflow Design · AI Agent Development · Claude / Gemini / ChatGPT · Change Management for GenAI Adoption · AI-Driven Digital Transformation

CERTIFICATIONS

Certified Scrum Master (CSM) — Scrum Alliance

Digital Transformation Leader (Specialization) — Coursera (Starweaver), July 2026

Change Management & Innovation Leader (Specialization) — Coursera (Starweaver), July 2026

Coursework: Business Process Modeling with AI · Change Management for GenAI Integration · CEO Playbook: Generative AI · How to Build an Enterprise AI Strategy · Gen AI for Sustainability

EDUCATION

Bachelor of Science — Entertainment Business | Full Sail University

In Progress — Expected February 2028

Associate of Science — Game Art & Design | Full Sail University

2017 – 2019