

Sofia Zelenova

Operations Leadership

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Qualifications Summary

Operations leader specializing in delivery excellence, people management, and live services in gaming and technology. At Blizzard, I keep global platforms running and ship products on time across distributed teams. I turn complex, cross-functional programs into repeatable, scalable systems that deliver results. Passionate advocate for women in gaming and building more inclusive teams across the industry.

Career Experience

Associate Director, Operations, Blizzard Entertainment, Irvine, CA (September 2023-...)

My current responsibilities are:

- Direct the strategic planning and operational execution, supporting internal products and services readiness for global games launches.
- Scale operational excellence for distributed global programs by synchronizing cross-functional efforts to meet uptime and delivery milestones.
- Cultivate a high-performing department of project managers, LiveOps producer, and technical writer, increasing velocity through mentorship, and fostering an inclusive team culture.
- Lead organization-wide process enhancements to eliminate production bottlenecks and implement scalable frameworks that accelerate time-to-market.
- Collaborate with senior leadership to define long-term operations strategy, ensuring alignment between team roadmaps and corporate goals.

Senior Project Management Lead, Blizzard Entertainment, Irvine, CA (November 2020-September 2023)

Led production team responsible for software development that enabled global customer support, localization, Battle.net and game development teams of such iconic franchises as World of Warcraft, Hearthstone, Warcraft Rumble, Diablo, Overwatch, Starcraft, to serve players world-wide.

- Managed and improved the day-to-day operations of multiple large-scale, global projects.
- Managed projects within constraints of time, budget, and quality in an Agile Scrum methodology.
- Reported on projects, offering insights to the business and technology teams to mitigate risks.
- Hold timely retrospectives, document, and track to completion delivery improvements across the organization.
- Worked directly with development, HR, marketing, finance, and support teams globally to seek feedback and understand complex design and business issues.
- Managed the performance of, and provided coaching, to producers/project managers on the team, fostering a highly productive, fun team environment.
- Identified change management opportunities and key areas for employee engagement.
- Organized and delegated the assignment of tasks for the project team. Ensure all resources are effectively allocated and tasked to keep all projects on schedule.
- Assisted in defining long-term strategy and roadmap for Service Technologies, aligned to overall corporate initiatives.
- Participated in the internal playtest for new games across Activision Blizzard King portfolio.
- Interviewed candidates for the new roles at Service Technologies, Battle.net and QA departments.
- Managed LiveOps, ensure our products and services meet defined uptime targets in production.

Director, Engineering GlobalLogic Inc., Los Angeles, CA and Deerfield, IL (July 2017 – May 2019)

Managed two programs and hired skilled teams developing web-based and mobile native applications for the pharmaceutical sector and venture capital startups. Delivered microservices-based pharmaceutical platform that replaced a 20 years-old solution with a monolithic architecture. Launched to market new software products for clients in financial, energy, and automotive domains.

- Established and managed the engineering delivery centers with large onsite and offshore teams comprising over 100 developers, QA engineers, DevOps engineers, Agile coaches, Scrum Masters, and

Product Owners. The centers returned \$15.7M in annual revenue, significantly decreased employee turnover, and optimized the product delivery cycle by reducing time to market.

- Aligned GlobalLogic and clients' architecture, DEV, QA, and integration teams, acted as a mediator to find compromising decisions where needed.
- Established effective, accurate, and timely communication within cross-functional teams to achieve key program objectives. Provided visibility to executives on overall program health status, timelines, and adhere to the long-term product roadmap. Designed dashboards and reports to increase program transparency and visibility for senior leaders and teams. Defined program KPIs and quality metrics.
- Multi-hatted as a Technical Product Manager, Scrum Master, and Release Manager for almost a year during new product development in the financial domain venture.
- Assessed business requirements, system designs, product architectures, and UI models. Created setup instructions, release notes, support models.

Senior Manager, Engineering GlobalLogic Inc., Bellevue, WA (August 2016 – June 2017)

Played the role of a Product Owner and Scrum Master in two teams for the client's Operations department. Helped the Sales team to expand our partnership with clients which resulted in \$2.1M of annual revenue.

- Gathered requirements from the senior product manager and stakeholders. Broke down the scope into epics and user stories. Created the product roadmap, workflow diagrams.
- Reviewed desktop, and mobile UI prototypes, reviewed product Help Content, created security threat models, localized UI into the Russian language.
- Established and maintained healthy relationships with client and third-party vendors.
- While being a scrum master, adopted the company's Agile recommendations to the particular team and project needs.
- Tested web-based applications all the way from QA to production environment.
- Hired, onboarded, and managed software engineers integrated into client's teams from CRM and Cognitive services business lines. Managed new GlobalLogic office space opened in Bellevue.

Manager, Engineering GlobalLogic Inc., Bellevue, WA (August 2015 – July 2017)

Managed a program consisting of five projects for the company specialized in digital advertising.

- Worked with business stakeholders, executive leadership, and the GlobalLogic delivery team to define product delivery roadmap, development standards, key technology decisions, and release cadence.
- Identified opportunities for standardization of process and working best practices, recommended implementation plan, and rolled out changes across the client's delivery division (80+ people).
- Created a program plan and defined metrics, reported program status to the senior leadership team, and managed client relationships.
- Helped increase company and brand awareness in the local market as a member of the speaking panel at the Seattle Tech Days 2016 Conference..

Additional Experience

- **Solutions Engineer Lead**, Capital Group, Los Angeles, CA (July 2019 – December 2019)
- **Manager, Engineering** GlobalLogic, Kyiv, Ukraine (August 2013 – July 2015)
- **QA Team Lead, Scrum Master** (August 2011 – July 2013) • GlobalLogic, Kyiv, Ukraine
- **Senior QA Engineer, QA teacher in Software Testing Training Center** (December 2009 - July 2011) • GlobalLogic, Kyiv, Ukraine
- **QA Engineer** (October 2008– November 2009) • GlobalLogic Kyiv, Ukraine
- **Junior QA Engineer** (June 2008 - August 2008) • Logrus, Kyiv, Ukraine
- **The operator of commodity accounting** (December 2007 - May 2008) • Fozzy-Group, Kyiv, Ukraine
- **Computer courses teacher** (November 2006 - December 2008) • Lider, Kyiv, Ukraine

Education

Bachelor Degree in Applied Mathematics, 2011
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", Kyiv, Ukraine

Languages

Russian and Ukrainian - native, English - advanced