Gladwin Louise G. Cedeño

Technical Program Manager · Senior Frontend Engineer · CRM & Automation Architect
Los Angeles, CA · glad.cedeno@gmail.com · (818) 984-4239 · https://linkedin.com/in/gladcedeno · https://glad.codes

Professional Summary

Technical Program Manager and front-end engineer with 13+ years in software and 5+ years of program management, delivering web platforms and business systems across the Philippines, Japan, Hong Kong, and the US. At American Express, led delivery for about 15 engineers across 5 time zones, including vendor staff from Cognizant, TCS, and IBM; ran Scrum for 5 regional applications; led their migration to Adobe Experience Manager; owned project budgets; and presented program reporting to directors and the VP of Technology. Stays hands-on: builds with JavaScript, React, WordPress, Drupal, and Shopify, and designs CRM, workflow, and AI automation in HubSpot, Zoho, JobTread, Zapier, n8n, and Claude, moving client processes from manual to fully automated. MBA in Management Information Systems (2026); works in English and Japanese.

Core Skills

- **Program & delivery:** Technical program management, Agile/Scrum (Scrum Master across multiple scrum boards), backlog prioritization, user stories with acceptance criteria, release planning, velocity and burndown, roadmaps, project charters, work breakdown structures, risk logs, dependency management, phase/gate reviews, capacity planning, cost estimation and budgeting, stakeholder and SLA management, vendor management, cross-time-zone team leadership, onboarding and training
- **Release & change:** ServiceNow change requests, incidents, and releases (ITSM); incident response; application vulnerability remediation; KPI definitions with stakeholder sign-off; go-lives and post-launch support
- **Front-end:** JavaScript, React, jQuery, Prototype.js, HTML, CSS, AJAX, JSON, XML, Bootstrap
- **Back-end & languages:** PHP, Node.js, Python (Flask), SQL, MySQL, JSP/Java, Visual C++, COBOL, API integrations
- **CMS & e-commerce:** Adobe Experience Manager (AEM Sites and Assets), WordPress (custom plugins), Drupal (custom modules), Shopify (Liquid), eBay, Amazon Seller Central, OSCommerce; content and data migration
- **CRM & automation:** HubSpot (custom properties, workflows, lists and segments, email nurture, A/B tests, dashboards), Zoho CRM (Deluge), JobTread, Salesforce, Mailchimp, Zapier, n8n, DocuSign, Twilio; CRM data import, cleanup, and deduplication; unsubscribe management; UTM tracking
- **AI:** Claude (MCP connections, prompt design, Claude in Zapier), Claude Code, VS Code, chatbots, training teams to use AI
- **Enterprise tools:** Jira, Confluence, Rally, ServiceNow, CA Clarity, PowerPoint, Google Workspace (admin), Microsoft 365, QuickBooks, Git, SVN

Professional Experience

Genri Labs LLC — Founder & Principal Consultant

Los Angeles, CA · Jul 2026 – Present

Technical consultancy delivering web development, IT services, and AI automation workflows for small businesses. Run client engagements end to end: scope-based pricing, kickoff, status meetings, go-live, and post-launch support.

Client - Hi-Tech Builders Inc. (residential construction) — CRM Solutions Architect · Aug 2026 – Present

- Moved the company's processes from manual to fully automated workflows
- Customize HubSpot CRM, including custom deal properties, reporting dashboards, and automated quarterly sales reporting through Zapier
- Customize JobTread with HubSpot data sync, writing the API integration code, and design an automated per-PM commission calculation
- Build a HubSpot-to-DocuSign workflow that generates proposals and contracts from deal data, routes them for client signature and countersignature, and attaches signed documents back to the deal
- Connected Claude to HubSpot and JobTread through MCP and added Claude steps in Zapier with my own prompts; trained the client's team to use AI
- Built HubSpot lists, segments, and email nurture workflows, ran A/B tests on HubSpot emails, and set up unsubscribes
- Build SMS and form-based workflows so field project managers can submit scope of work into HubSpot
- Support the WordPress website (including an n8n webhook for quote requests), digital marketing, and AI adoption

Client - Knobhill Corporation (e-commerce) — E-commerce & IT

- Manage the Shopify store, including theme template edits in Liquid, and product listings on eBay and Amazon
- Coordinate supplier and shipping work

- Maintain the company website, and administer business email and Microsoft 365 licensing

Own products: a gift-exchange web app (Flask, MySQL, Twilio SMS sign-in) at secretsanta.glad.codes, and glad.codes, a build-in-public platform with a Claude-connected system and custom prompts. Also implemented chatbots and automated text/chat for clients on HubSpot and websites, and build with Claude Code and VS Code.

Confidential Legal Funding Company (NDA) — CRM Architect

California · Apr 2023 – Jun 2023

- Designed and customized Zoho CRM: pipelines, custom modules and fields, workflow automations, Deluge scripts, integrations, and reports, including SQL-based reporting tools
- Integrated Twilio SMS so staff could text clients directly from the CRM, and set up unsubscribes in Zoho
- Co-built the company's WordPress provider directory with another engineer, listing lien-accepting California doctors and chiropractors across 50+ specialties, searchable by specialty, city, or ZIP; developed its custom WordPress plugins
- Administered the company's Google Workspace, reporting directly to the company owner

American Express — Engineer II (Technical Program Manager / Engineering Lead)

Hong Kong · May 2016 – Feb 2021

- Led delivery for a team of about 15 engineers across 5 time zones (Hong Kong, India, London, New York, Phoenix), including a co-lead in London and vendor staff from Cognizant (CTS), TCS, and IBM
- Owned 5 regional applications, including APAC marketing sites, Cookie Policy (cookie consent banner and choices), Site Navigation, and URL Redirection
- Planned and led the migration of legacy applications to Adobe Experience Manager (AEM Sites and Assets), including converting and moving content and data from the old platform, improving site performance; coded hands-on when the team was short on capacity
- Served as Scrum Master across multiple scrum boards (projects and support/operations): ran 2-week sprints, retrospectives, and daily stand-ups across Hong Kong, India, UK, and US time zones; tracked velocity and burndown, worked with QA testers, and coordinated with Product Owners
- Prioritized the product backlog, wrote user stories with acceptance criteria, and kept the roadmap in Jira
- Planned releases (which stories went into each release, and when) and managed change requests, incidents, and releases through ServiceNow; led the response when issues hit after a release
- Ran requirements sessions with global business partners and managed scope, deliverables, SLAs, deadlines, and project costs
- Kept delivery on track with project charters, work breakdown structures, risk logs, and phase/gate go/no-go reviews; coordinated dependencies between teams and vendors
- Owned capacity planning, cost estimation, and budgets: scoped work funded by business teams' project codes, built full-year budgets for internal tech projects, and forecast with Finance in CA Clarity; negotiated people-hours with other managers
- Built reports to standardize program reporting, defined KPIs with stakeholder sign-off, and presented results in PowerPoint to directors and the VP of Technology for roll-up to the global SVP
- Evaluated tools and vendors and recommended a choice; tracked and remediated application vulnerabilities
- Onboarded and mentored 5+ new hires, and led AEM and tooling training with tutorials and recorded sessions
- Earned multiple Blue Rewards recognitions from global business partners
- First year: built marketing landing pages for APAC markets (Japan, Australia, Singapore) using jQuery, HTML, and CSS

Freelance Web Developer

Remote · Aug 2014 – May 2016

- Built websites for US small businesses as a subcontractor, including Alvaro's Tacos, MGS Custom Bikes, Expert Auto Glass, and Optima Precision (WordPress), and Elephant Ventures (Drupal)
- Built a custom PHP/MySQL sales system for an Australian client

NetSuite Philippines — Technical Support Engineer

Makati, Philippines · Dec 2014 – May 2015

- Provided L1 technical support for Venda, NetSuite's cloud e-commerce platform, working directly with retail clients, primarily in the UK
- Diagnosed storefront and platform issues and escalated them to L2/L3 engineering

NGA Human Resources (NorthgateArinso) — euHReka Software Engineer

Quezon City, Philippines · Mar 2011 – Aug 2014

- Front-end engineer on euHReka, a global cloud HR platform, building the Enterprise Content Management and Recruitment modules
- Built client-side web applications in JavaScript (Prototype), AJAX, JSON, XML, HTML, and CSS, from design through implementation
- Handled system testing, troubleshooting, performance optimization, and deployment of JavaScript into the SAP-based backend
- Mentored junior engineers

Mozcom Inc. — Programmer (Web Developer)

Makati, Philippines · Aug 2009 – Mar 2011

- Built Drupal sites and custom modules for PayEasy, Mozcom, Sanyo Philippines, and IZOD
- Built OSCommerce e-commerce stores for Ipanema, Rudy Project, IZOD, and Van Heusen, and a custom PHP voting site, Wandering Juan
- Met with clients alongside sales to gather requirements, then built and maintained solutions in PHP, HTML, and CSS

Hewlett Packard Philippines (via Manpower) — Japanese SAP Support Engineer

Makati, Philippines · May 2009 – Aug 2009

- Logged, triaged, and resolved SAP support tickets for Japanese clients

Digital Information Technology (via Landy Worker Co., Ltd.) — IT Engineer / Software Programmer

Kawasaki, Japan · Mar 2008 – Dec 2008

- Lead developer on small teams of about 3, working entirely in Japanese, including meetings, specs, and documentation
- Built a Visual C++ data-comparison tool that validated data exchanged between hospital machines for a client
- Built an online exam system (JSP, MySQL) and a social networking site (PHP, MySQL), owning most of the front end

Oracle (Philippines) Corporation — Associate Consultant, Developer

Makati, Philippines · Jun 2007 – Sep 2007

- Completed Oracle's developer program in COBOL and Oracle Customer Care & Billing (CC&B)

Entrepreneurial Ventures

GoGoBaon — CTO

Hong Kong · May 2018 – Jul 2019

- Built the website, online ordering system, and payment integration for a meal-delivery startup with a physical kitchen and storefront
- Supported a rotating weekly menu sourced from community home cooks, and set cost-based meal pricing

WanderDeals — CTO

Philippines · May 2016 – Jul 2017

- Led technical build of a travel-activities booking platform, similar to Klook and Viator

Education

- MBA, Management Information Systems — International American University, 2026
- B.S. Computer Engineering — Mapúa Institute of Technology, Manila, 2007

Community Leadership

- Google Women Techmakers Ambassador · 2022 – Present
- Co-lead, Filipinas in Computing (AnitaB.org / Systers) · 2023 – Present
- Co-Organizer, GDG Los Angeles · 2024 – Present
- Meetup Lead, FaithTech Los Angeles · 2026 – Present

Conferences (2023 – Present): Google I/O, Google Cloud Next, Grace Hopper Celebration, DevFest LA

Languages

English (fluent) · Filipino (native) · Japanese (JLPT Level 3; worked full-time in Japanese)