

**Jeannie Bastos – Vice President of Operations**



As Vice President of Operations for Butler Street, Jeannie leads the Research Division and is primarily responsible for content and tool development, eLearning solutions, project management and research - all to help our customers and their people grow. She has performed extensive client research in the staffing and print industries and has provided guidance to multiple clients on operating procedures and software selection based upon more than 17 years of staffing industry experience and in-depth expertise in both software product and project management.

As the Director of Product Management at Bond International Software Inc. for four years prior to joining Butler Street, Jeannie led the movement to an Agile methodology, built a strong product management team of product managers and analysts, implemented objective planning processes and directed all staffing software product releases from market requirements through organizational and client readiness. She led multiple process improvement projects to completely revamp procedures across the organization and received the 2013 Bond Champion award for outstanding Leadership and Innovation by nomination of her peers and team.

Prior to Bond, Jeannie was the Director of Products at Healthcare Staffing Technologies, a division of Jackson Healthcare. There she identified and defined market leadership opportunities for new and existing software products and services resulting in 70% growth in direct sales. Jeannie directed market research, competitive analysis, positioning, messaging and buyer and user personal development to effectively target each buyer segment. She defined the strategic road-mapping process across the product portfolio and as an expert in the software development lifecycle and iterative methodologies, she managed multiple cross-functional teams to meet project launch objectives. Jeannie holds a certification from Pragmatic Marketing for Practical Product Management.

Her business career began at Randstad United States, the second largest staffing company in the world today. She began in the field and started working with the technology team by performing testing and documentation of business requirements. Her excellent performance within each team offered her the opportunity to grow within the organization and was ultimately responsible for all external technology solutions including the employee, customer and talent portals, VMS and ecommerce tools.

Jeannie holds a Master's degree from the University of Akron and a Bachelor's from the Pennsylvania State University in the field of music performance. She continues to perform professionally in many local symphony orchestras and chamber ensembles. She attributes her relentless pursuit of perfection in her business career to the habits, hard work, commitment, and dedication she garnered through thousands of hours of disciplined practice.