Manfred Johanning

Senior Program Manager | Program Operations & Governance | Executive Reporting | AI-Enabled Delivery
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Washington, DC | Open to Remote, Hybrid (DC Metro), Relocation | U.S. Permanent Resident, no sponsorship required

SUMMARY

Senior program manager with 15 years at Amazon, promoted from Seller Support Associate to Senior Program Manager across four organizations, and founder of Pura Vida AI Labs, an AI operations studio. Builds the operating mechanisms behind complex programs: intake and escalation, service levels, governance cadence, and executive reporting. Built the Selling Partner Services Incident Response Command Center from zero, scaled it into a 24/7 shared service for four seller-trust organizations and 13,700+ employees, lifted on-time incident handling from 74–75% to 97–100%, and cut average downtime from major events 68% in its first full year. Ran a governed portfolio of 100+ projects, designed the weekly business review used by worldwide risk teams, ships AI agents with measured adoption (reporting time cut 22%, stakeholder follow-ups cut 20%), and since June 2026 has shipped five working applications and produced 12 AI-assisted films.

EXPERIENCE

Pura Vida AI Labs - Washington, DC (Remote)
Founder & Principal, AI Operations & Program Delivery | 06/2026 – Present

- Shipped five working apps in four months with AI-assisted development (Claude, Cursor, Codex), each for a named problem: an HOA platform moving management from one inbox to a shared ledger, claimable repairs, and a bylaws assistant (live for residents; Supabase, row-level security); an operations hub routing Airbnb and WhatsApp threads into one queue, AI drafts held for human approval; Bitácora, a bilingual agent that triages WhatsApp and email, escalating above severity thresholds; a notary site whose fee calculator proves most of a transfer fee is tax; and a guest app where guests track their tickets.
- Founded an AI operations studio and ran it as a program: human-in-the-loop intake and escalation built on enterprise severity thresholds and approval gates, a business plan iterated to version 5 with a validated feasibility model, eight purpose-built AI agents, Dispatch Desk (a specified AI dispatcher offer), and 12 AI-assisted films with bilingual pitch decks.

Amazon - Arlington, VA
Senior Program Manager, Amazon Leo (formerly Project Kuiper), Customer Terminal Supply Chain | 08/2025 – 06/2026

- Built the single portfolio of record (Asana + Smartsheet) for the satellite customer-terminal supply-chain launch: scope, schedule, budget, and risk in one view for leadership.
- Stood up the weekly governance forum, risk framework, and deliverable-traceability tracker that kept five corporate functions (Finance, Legal, Accounting, Tax, Trade) aligned to launch milestones.
- Built an AI agent on Amazon Quick Suite for portfolio consultation and dashboard Q&A, cutting stakeholder follow-up questions 20% and enabling real-time self-service.

Senior Risk Manager, Amazon Transportation Risk & Compliance | 03/2025 – 08/2025

- Designed and launched the Weekly Business Review used by every worldwide regional risk team, giving leadership one milestone-and-risk view and a standing decision cadence.
- Ran risk and compliance oversight for Amazon's North American Delivery Service Partner (third-party last-mile) network.
- Drove four process-gap projects through Scrum sprints, cutting employee-registration compliance contacts 20%.
- Built self-serve intake so delivery-partner teams surface risk and process-improvement opportunities early, with outcomes reported through director level; automated program updates in Slack (Canvas and channel automations).

Amazon Selling Partner Services - San José, Costa Rica / Arlington, VA
Senior Compliance Risk Manager, Seller Support Quality (transitional role after reorganization) | 11/2024 – 03/2025

- Joined the quality team, which runs programs that raise Seller Support associate performance, and partnered with business intelligence to automate its internal Appeals dashboard, replacing a manual report that took more than 12 hours a week.
- Managed a compliance audit report for about six weeks, reporting it to operations.

Manager, Major Incident Response (Command Center) | 10/2021 – 11/2024

- Built the Incident Response Command Center from zero for four seller-trust organizations (account health, payment risk, policy enforcement, brand protection), owning hiring, budgeting, policy, intake, escalation paths, and on-call design.
- Scaled the Command Center into a 24/7 shared incident service for four seller-trust organizations and 13,700+ employees, lifting on-time incident handling from 74–75% at launch to 97–100% within five weeks, against a 95% goal.
- **Cut average downtime from major events (MTTR) 68%** in the Command Center's first full year versus the prior year, reducing service disruption for selling partners during outages and incidents.
- Led nine incident managers and reduced change-management-related missed launches 35% across the platform.

- Defined incident KPIs and partnered with business intelligence on executive dashboards (Amazon QuickSight, Tableau).
- Led the move of the team's project portfolio from an internal project-management tool to Asana in Scrum sprints, keeping projects in flight on cadence; cut intake approval time from about 30 days to 6.5 days, inside a 7-day SLA, and raised visibility and team response across all projects 25%.
- Held first-touch acknowledgement on event alerts to a 2.23-minute average against a five-minute goal (Amazon's general SEV2 guideline is 30 minutes) and average resolution to six minutes against a 30-minute goal, on automated on-call paging.
- Led 40+ global business-continuity activities under the Global Risk Framework (COVID-19, network outages) and ran 25 program events and workshops for internal and external stakeholders.

Amazon Selling Partner Support - San José, Costa Rica
Command Center Incident Manager – Program Manager | 07/2018 – 10/2021

- Directed the Americas incident response team (five incident managers) providing worldwide coverage, carrying roughly 65% of Selling Partner Support's worldwide critical-event escalation volume.
- Built and ran the team's worldwide project portfolio and intake: an approval committee and project office, monthly portfolio reporting to regional managers, and a critical SOP revamp delivered in Scrum sprints.
- Supervised 13 direct reports in Seller Support Operations triaging case-management tooling and catalog escalations.
- Cut ticket volume 15% year over year by partnering with case-management engineering on code review, production change deployments, UAT, and service-graph monitoring.
- Led the response to cyberattacks, a main server outage, AWS outages, and selling-platform failures, briefing directors.

Amazon Selling Partner Support - San José, Costa Rica
Incident Response Manager – Program Manager | 02/2012 – 07/2018

- On-call incident commander for SEV1/SEV2 incidents across selling partners, operations, leadership, and vendors in a 24/7 follow-the-sun rotation spanning North America, India, and Europe.
- Drove the response to the 2016 Northern Virginia (IAD) data-center outage that took seller-facing and internal systems down end to end, running the bridge, escalation communications, and event summaries for leadership and engineering.
- Coordinated seller-account protection and communications during major weather events, including Hurricane Sandy, and shipped event banners into the seller communication path with engineering.

Earlier: Seller Support Associate, Amazon (10/2010 – 02/2012); Technical Support Specialist, Hewlett Packard Enterprise (2008 – 2010)

PROGRAMS & PROJECTS

- **AI Agent & Internal Tools Development (2025 – 2026):** Amazon Quick Suite agent for project and dashboard Q&A with an FAQ knowledge base built from requirement documents (stakeholder satisfaction up 35%, reporting time cut 22%); Claude-powered email summary review, meeting-note action tracker synced to Asana, and mobile issue tracker (30% efficiency gain).
- **Vigil Uptime Command Center (2026):** Launched a live uptime and incident dashboard for three sites, from brief to tested build and launch in one day as a program of AI agents: binding spec, eight work packages, seven launch gates, 417 automated tests.
- **Business Continuity Drill Program (2023):** 40+ drills across five sites and 24 site-preparedness events with global risk and site-operations teams; critical-event communication response improved 15%.

SKILLS

Program Operations: Operating Model Design, Intake & Escalation Design, SLAs & Service Levels, Governance Cadence, WBR/MBR Business Reviews, Standard Operating Procedures, Capacity Planning, Budget & Cost Planning, KPI Definition, Metrics & Performance Measurement

Program & Delivery: Program Management, Portfolio Management, Roadmap Planning, Stakeholder Management, Cross-Functional Leadership, Executive Reporting, Risk Management, Incident Management, Compliance, Business Continuity & Disaster Recovery, Change Management, Release Management, Process Improvement & Automation, Operational Excellence

Leadership: Org Build-Out & Hiring, Coaching & Development, Vendor & Third-Party Coordination, Program Events & Workshop Facilitation, Director and Executive Communication

Methods & Tools: Agile, Scrum, ITIL (IT Service Management), PRINCE2, Lean Six Sigma, PMBOK (PMI), Asana, Smartsheet, Jira, Confluence, ServiceNow, Workfront, Salesforce, Tableau, Amazon QuickSight, Amazon Quick Suite, Claude / LLM agents, AI-assisted software development (Cursor, Codex, Python), SQL, AWS S3, Slack, Microsoft 365

EDUCATION

Instituto Tecnológico de Costa Rica | Technical Associate Degree, Project Management (PMI PMBOK® Guide, 5th Ed.) | 2015 – 2016

CERTIFICATIONS & LANGUAGES

PRINCE2 Agile® Foundation & Practitioner, SureSkills, 2022 (ID GR656247640MJ) | Scrum Master Professional, CertiProf, 2022
ITIL® Foundation, PeopleCert, 2017 (ID GR750315196MJ) | Languages: English and Spanish (native), Portuguese (intermediate)