

URSULA BURRELL, PMP

Dallas & Spring, TX | 972-638-0233 | ursula.burrell@gmail.com
[linkedin.com/in/burrell](https://www.linkedin.com/in/burrell)

Senior technology product, program and GTM execution leader with experience coordinating customer-facing technology initiatives, cross-functional readiness, stakeholder enablement and operational execution across IoT, cloud-connected systems, enterprise platforms and regulated environments. Experienced translating complex technical work into clear stakeholder updates, customer-facing communication, enablement materials, risk reviews and operating rhythms across enterprise customer environments. Skilled at gathering requirements, tracking dependencies, improving operational processes and aligning teams before, during and after customer delivery. Brings strong abilities in:

- Product Readiness
- Customer Success
- Executive Communication
- Risk & Dependency Tracking
- Program Management
- AI Enablement
- Jira / Agile / Scrum
- Requirements Gathering
- Customer Discovery
- AI Governance & Guardrails
- Delivery Readiness
- Sales Enablement

PROFESSIONAL EXPERIENCE

THINGSX, Remote, Dallas-Fort Worth, TX 2024 - 2025

Director / Sr. Account Manager

Led cross-functional product, customer and operational execution for IoT-enabled platform initiatives and cloud-connected device ecosystems in an early-stage startup.

- Supervised a team of 4 and established recurring cross-functional operating forums within 90 days, improving team alignment, issue visibility and execution predictability across Sales, Engineering and Operations.
- Designed a centralized customer data system to improve account continuity; refined website content and customer-facing communication to clarify product value.

QUECTEL, Remote, Dallas-Fort Worth / Spring, TX 2022 - 2024

Technical Sales Manager

Enabled technical response consistency, customer-facing support and deal execution for a 7-member Sales team supporting enterprise technology customers.

- Responded to 93% of RFIs within 48 hours and created a SharePoint enablement battlecard to improve technical accuracy across 10+ weekly enterprise engagements.

PC-OEM and IoT Client Engagement / Territory Sales Manager 2022 - 2024

Led customer-facing technology programs supporting global PC-OEM, telecommunications and IoT platform customers.

- Accelerated Google Approved Vendor List qualification by 5 months, completing a typical 12-month process in under 7 months.
- Coordinated complex RFIs/RFQs with PC-OEMs and managed the customer engagement lifecycle from opportunity development through contract close, ensuring technical feasibility and delivery alignment.

HEWLETT PACKARD ENTERPRISE, Spring / Houston, TX 2018 - 2022

Engineering Program Manager - High Performance Compute R&D

Led escalated, customer-critical enterprise technology programs requiring cross-functional execution, risk management and executive stakeholder alignment

- Appointed by the HPC Vice President to lead an escalated customer engagement for a U.S. government laboratory, coordinating teams to track supplier quality corrective actions and delivery commitments.

Edgeline Firmware Program Manager 2021

- Designed and deployed a Microsoft Teams-based firmware intake and tracking system, increasing visibility into requests, ownership, status and response timing.

Engineering Program Manager - Server Performance and Issue Management 2018 - 2021

- Mitigated \$15M in revenue risk during executive-level delivery escalations by aligning quality-related remediation plans with customer commitments and business priorities.

- Reduced Hold and Purge escalations by 30% through improved governance; co-chaired war rooms, tracked corrective actions and enforced 100% postmortem compliance.

HP INC., Houston, TX

2017

Project Manager - Carrier Certification

Managed customer-impacting technology certification programs.

- Led Verizon and AT&T launch certification programs for laptops and mobile devices, coordinating engineering teams, certification labs, schedules, dependencies, escalations and readiness reporting.

SGS, Remote, Orange, CA

2011 - 2016

Client Engagement Manager / Wireless Sales Executive

Managed end-to-end customer-facing technology programs across automotive, healthcare, consumer and telecommunications IoT industries.

- Streamlined customer intake and documentation processes, reducing questionnaires from four to one and accelerating quote-to-execution cycle time.
- Designed and launched a PTCRB M2M/IoT certification program, establishing repeatable delivery processes, governance and stakeholder handoffs.

BUREAU VERITAS / 7LAYERS, INC., Irvine, CA

2005 - 2011

Business Development Manager

2010 - 2011

Developed customer relationships and coordinated certification test plans for Bluetooth, International Type Approval, and PTCRB M2M/IoT certification and testing services across RF, protocol and OTA domains.

- Represented testing service portfolios at conferences and industry events.

Project Manager / Bluetooth Qualification Expert (BQE)

2005 - 2010

Managed multiple concurrent Bluetooth and WWAN M2M/IoT certification programs from initiation through completion.

- Assessed technical requirements, reviewed compliance documentation and coordinated global stakeholders across labs, vendors and standards bodies; chaired the 2009 Bluetooth Technical Advisory Board and delivered Bluetooth SIG conference training.

EDUCATION

University of California, Irvine - Bachelor of Science, Electrical Engineering

Texas A&M University, College Station - Bachelor of Arts, Journalism

CERTIFICATIONS

AWS Certified AI Practitioner | AWS Certified Cloud Practitioner | Project Management Professional (PMP) | Lean Six Sigma Green Belt | ITIL Foundation

AWARDS

2010 Outstanding Bluetooth Qualification Expert (BQE), Bluetooth SIG

COMMUNITY RELATIONS LEADERSHIP EXPERIENCE

- **Job Search Working Group (JSWG) Program Creator & Facilitator:** Led 9-week career-transition program serving approximately 170 active professionals. Developed AI-enabled training content, facilitated networking sessions, curated resources and drove stakeholder engagement among experienced managers, directors and executives.
- **Greengate Acres Civic Club President:** led infrastructure-related negotiations with municipal utilities and facilitated structured stakeholder discussions.
- **Orange Lakes HOA Treasurer:** addressed a reserves deficit through financial oversight, governance transparency and structured reporting.
- **Court Appointed Special Advocate (CASA):** managed sensitive documentation and cross-agency coordination within regulated legal frameworks for children in foster care.