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TRENT HOVERMAN

Technology Innovation, Product Manager, Communication

// SUMMARY

Global leader with decades of experience driving **innovative**, impactful solutions in **technology** and **business**—from startups to **Fortune 10** companies. Expert at solving complex business challenges with **user-focused**, product-driven strategies. Proven track record leading **cross-functional teams** to deliver **end-to-end solutions** with **measurable results**. **Strong communicator**, skilled at influencing and inspiring **stakeholders** at all levels through **engaging**, creative approaches.

// WORK EXPERIENCE

Gap Inc., 2022 – Present

Director – RFID & Store Innovation, 2025 – Present

Lead the **enterprise-wide** Overhead RFID rollout for **Old Navy** and all **Gap Inc. brands** while driving **store innovation** initiatives across the **entire portfolio**.

Senior Product Manager – Store Innovation, 2023 – 2025

Implement new technology solutions that **elevate the store experience** for customers and associates.

- Led multiple aspects of retail's largest **Overhead RFID** rollout for **Old Navy** including **Statistical Significance** validation, Tag specifications with **Auburn University**, RFP creation and scoring, and **MSA** and **SOW** contract negotiation.

Senior Product Manager – Gap Threads, 2022 - 2023

Focused on the further advancement of Gap Inc. into the **Metaverse** and **web3**. Product Manager for Gap Threads: A digital **NFT** collectible experience at the intersection of **technology**, **fashion**, **music** and **art**.

Cardinal Health FUSE, 2020 - 2022

Senior Product Manager – Blue Robin

Led the product for a comprehensive **digital pharmacy** service that seamlessly connects members to home delivery of their prescriptions, personalized medication reminders, 24/7 access to a pharmacist, and valuable wellness advice.

L Brands (Victoria's Secret and Bath & Body Works), 2012 - 2020

Innovation Manager, 2017 - 2020

Focused on driving **innovation processes** and implementing **design thinking** to address timely and pertinent business needs. Managed the **global innovation team**, and oversaw a group of dedicated full-time associates. Together, we collaborated with **cross-functional teams** to conceptualize and deliver **fully-developed products** and solutions to the market.

- Saved over **\$1MM** by using **Virtual and Mixed Reality** to showcase new store designs.
- Improved inventory accuracy and **increased sales by 5%** by creating and integrating an **RFID** solution for Victoria's Secret.
- Launched an **Innovation Science Fair** to showcase associates' work and boost morale.
- Integrated more than **200 global startups** through a **startup program**.
- Developed numerous **IoT Proof of Concepts**, **3D Body Scanning** solutions, and a **Blockchain** digital wallet for PINK Campus Reps to buy products in-store.
- Hosted a creative and engaging bi-weekly live **webcast** to educate associates and influence company culture.

// SKILLS

Product Management

Innovation Process

Design Thinking

Management

Leadership

Cross-Functional

Communication

Change Management

Public Speaking

Training and Instruction

Minimum Viable Product

Proof of Concept

Cloud Computing

Blockchain

Agile

JIRA

Docker

IoT

Smart Home

Network Management

Video Production

Livestream Video Productions

Photography

AR/VR

// ACCOMPLISHMENTS

[US Patent 9,537,939](#)

Handle a single transaction with multiple devices in a retail environment.

[US Patent 2021/0015955](#)

Plug-in fragrance diffuser with multiple WiFi communication systems

5-Time Team Achievement Award

L Brands

2-Time Individual Achievement Award

L Brands

Personal projects published on The Verge

RFID Jukebox

Fireplace Voice Control

< TRENT HOVERMAN >

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// WORK EXPERIENCE CONTINUED

Senior Innovation Analyst, 2015 - 2017

- Designed and managed the construction of the **Innovation Lab in Columbus, OH and Bangalore, India** to provide an environment to **test, prototype, and present** new and innovative solutions.

Innovation Analyst, 2012 - 2015

- Collaborated with the **PINK** Marketing team to **produce, film, and edit a 360°** marketing video, which was used on **official social media** pages, resulting in cost savings exceeding **\$500k**.
- Produced a **Facebook Livestream** workout event for PINK, which boosted customer engagement, and generated savings of over **\$250k**.

Exceptional Innovation, 2007 - 2012

Director of Product Management

Managed the **Product Team** and directed the **development** of the Life|ware software solution for **home automation** and in-room **hospitality experience**.

- Led the **creation and installation** of the 3000 In-Room Experience for **The Cosmopolitan: Las Vegas**.
- Collaborated closely with **Hardware, Software, UX, and QA** as a cross-functional partner.
- Served as the **Project Manager** responsible for configuring and deploying Life|ware hardware and software for a **nationwide rollout**.

MAXIMUS, 2006 - 2007

- Prepared **cost proposals** and conducted **ROI analyses** by determining direct and indirect costs.
- Set up a **support tracking** system to monitor tech support hours effectively.
- Provided **training to clients** on the Comprehensive Rate Information System (CRIS) software.

// PERSONAL PROJECTS

Magic Mirror to view the family's schedule for the day, energy usage, weather, news, sports scores, and more

hoverhobbies.com/personal-projects/magic-mirror

360° Video as a member of the Ohio State Alumni Band

hoverhobbies.com/personal-projects/360-ohio-state-marching-band

RFID Jukebox creation to listen to music with a tap of a card - Featured on The Verge

hoverhobbies.com/personal-projects/rfid-jukebox

Fireplace control by voice through Google Home or iPhone - Featured on The Verge

hoverhobbies.com/personal-projects/fireplace-control

3D Designed and Printed a MagSafe Tablet Wall Mount

hoverhobbies.com/personal-projects/magsafe-mount

// EDUCATION

Bachelor of Science

Management Information Systems

Fisher College of Business,
The Ohio State University
2002 - 2006

// LINKEDIN

Steven Stone - Former CIO of Lowe's and L Brands

"Trent is one of the most innovative people I have had the opportunity to work with in my career... I would highly recommend Trent to any company looking for talented individuals who are motivated to solve difficult technical problems."

JP Kamel - Founder of RFID Sherpas

"It's rare that you come across someone like Trent, with the core technical skills to really get into nitty gritty of an issue, the ability to innovate and "think outside the box", but at the same time have the business acumen to understand overall big picture and focus on the true needs of the business..."

Alex Heidenreich - Infrastructure Manager at Bath & Body Works

"Trent Hoverman is an excellent leader, technologist, innovator, and a great person... He is an inspiring leader to his team, but also knows the technology well enough to get his hands dirty and perform the tasks himself..."

Bilal Naseer - Digital Retail Transformation at Uniqlo

"Trent has among the best technical minds I have worked with. He has a talent for translating and communicating technical concepts into business solutions. His technical knowledge and business acumen makes him a powerful and effective problem solver..."