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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

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

- Spearheaded phased rollout of AI-powered Overhead RFID with RADAR across nationwide store fleets, achieving near-perfect real-time inventory precision down to the second and shelf.

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

Led product discovery and execution for Gap Threads, piloting next-generation digital consumer engagement, virtual goods, and brand collaborations across fashion and technology.

Cardinal Health FUSE, 2020 - 2022

Senior Product Manager – Blue Robin

Led product strategy and delivery for a comprehensive digital pharmacy service connecting members to prescription delivery, adherence tracking, and 24/7 care.

- Scaled HIPAA-compliant mobile and web experiences across iOS and Android, integrating personalized medication reminders and 24/7 tele-triage.

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 and integrated 200+ global startups to prototype grassroots retail tech.
- Developed numerous IoT Proof of Concepts, 3D Body Scanning solutions, and in-store

// SKILLS

Enterprise RFID
Product Management
Mobile App Strategy & Dev
Design Thinking & Innovation
Cross-Functional Leadership
Change Management
Public Speaking
Rapid Prototyping & 0-to-1
AI & Computer Vision
IoT & Embedded Systems
Smart Home Automation
Agile & JIRA
Cloud Computing
REST APIs & Integrations
Docker
AR/VR & Spatial Computing
Live Streaming & Media

// 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

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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 3,000 connected in-room guest experiences for The Cosmopolitan of 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

Drain Log - Post-Op Surgical Drain Tracker & Clinical PDF Reports
drainlog.net

Pee-ups - Gamified Hydration & Micro-Fitness App with HealthKit & AI
peeups.net

RFID Jukebox - Tactile Album Cards Meet Whole-Home Streaming – Featured on The Verge
hoverhobbies.com/personal-projects/rfid-jukebox

Voice-Activated Fireplace - Smart Voice Automation – Featured on The Verge
hoverhobbies.com/personal-projects/fireplace-control

MagSafe Tablet Wall Mount - Flush 3D-Printed Wireless Charging Bracket
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…"