

RICHARD COUCH

Senior Program Manager

Enterprise systems, data programs, and regulatory delivery

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SUMMARY

Senior Program Manager with 9+ years leading enterprise systems, data, and regulatory work at PG&E, LinkedIn, and public utilities. Known for clarifying who owns what and giving business and technical teams a practical path through complex work. Experience includes regulated reporting, analytics programs, ERP discovery, and enterprise platform launches.

SELECTED IMPACT

- Led PG&E Corporate Security's analytics portfolio, including forecasting, service-center analysis, KPI design, reporting, and data-quality work. In one forecasting workstream, the technical team produced 54 models for 18 site types and three activity categories, informing about \$10M in annual prioritization decisions.
- At LinkedIn, led a 10-person squad that launched Skilljar for 70K+ users in six weeks. The launch avoided more than \$300K in planned vendor spending, and operating playbooks helped sustain 99.9% uptime.
- Reviewed 20 recurring Corporate Security reports and found overlap across daily, weekly, and monthly work. The inventory guided clearer KPI definitions and system-integration planning.

CORE CAPABILITIES

Program management: Cross-functional delivery, requirements, roadmaps, risk and dependency management, vendor coordination

Systems and data: ERP modernization, data governance, KPI and reporting design, UAT, launch readiness, change management

Tools: Palantir Foundry, SQL, Tableau, Power BI, Jira, Confluence, Oracle EBS, Skilljar, Zoho People

PROFESSIONAL EXPERIENCE

Senior Program Manager, New Business Energization & Regulatory Reporting at PG&E

Jun 2026 - Present • Oakland, CA

- Lead PG&E's SB 410 and AB 50 New Business Energization reporting program. Coordinate Operations, Analytics, Regulatory, Legal, and Reporting teams to produce the required data and narrative.
- Resolve unclear requirements and source-data gaps by setting definitions, acceptance criteria, QA controls, and owners. Raise filing risks and blocked dependencies early enough for leaders to act.

ERP Modernization Program Lead at Chelan County PUD

Aug 2025 - Nov 2025

- Led Finance and Procurement discovery for an ERP modernization. Delivered 25+ current-state process maps, often the same or next day, and converted workshop feedback into decisions, owners, and timelines.
- Built the scoring sheets, demo scripts, and question logs used to compare vendors consistently. The program sponsor recognized the speed and clarity of the work.

Program Manager, Data & Analytics at PG&E

Dec 2023 - Mar 2025 • Oakland, CA

- Led Corporate Security's analytics program and set priorities across forecasting, service-center analysis, KPI and dashboard design, reporting, and data quality.
- The technical forecasting team produced 54 models covering 18 site types and three activity categories. The work informed about \$10M in annual investment-prioritization decisions.
- Reviewed 20 recurring reports, from daily summaries to monthly leadership reporting. The inventory exposed overlap and guided clearer KPI definitions and system-integration planning.

Technical Program Manager, Customer Education Platform at LinkedIn

Feb 2020 - Aug 2022 • San Francisco, CA

- Consolidated legacy learning content into one Skilljar Learning Center for 70K+ users and led its implementation, migration, and post-launch support.
- Led a 10-person squad across UX, Engineering, and Customer Success. The team launched the MVP in six weeks and avoided more than \$300K in planned vendor spending.
- Added advanced search and filtering, localized the platform into seven languages, and gave administrators self-service tools. Content-management effort fell about 40%, and engineering ticket volume declined.
- Created incident-response and release playbooks that helped sustain 99.9% uptime during outages, integrations, and upgrades.

IT Project Manager, Oracle EBS Implementation Readiness at DENSO

Apr 2019 - Aug 2019 • Long Beach, CA

- Led training and implementation readiness for Oracle EBS Order Management. Converted current and future workflows into role-based training, test scripts, and operating guides.
- Created 350+ training slides, trained 60+ users directly, and supported the wider go-live.
- Coordinated DENSO subject-matter experts and IBM's implementation team through UAT, defect tracking in Jira and TestRail, and launch preparation.

HR Systems Project Manager at FibroGen Inc.

Jun 2016 - Mar 2018 • San Francisco, CA

- Implemented and administered Zoho People for 150+ employees. Configured employee data, self-service workflows, custom forms, and reports from HR requirements.
- Tested workflows, wrote administrator and user guides, and led rollout workshops.
- Supported the evaluation and rollout of TINYpulse and LinkedIn Learning alongside Zoho People, coordinating HR, users, and vendors.

Principal Product Consultant at RichCouch.com

Feb 2015 - Present • San Francisco Bay Area

- Help clients choose and implement SaaS tools, redesign workflows, and automate recurring reporting.
- Define practical data ownership and reporting standards so teams rely less on spreadsheets.
- Recover stalled implementations by clarifying requirements, decisions, and responsibilities across clients, vendors, and engineers.

EDUCATION

B.A., Interdisciplinary Studies, University of California, Berkeley