



# DR. MARIA SCHWARTZ | MBA, PMP

## Operations & Business Transformation Program Manager

**LINKEDIN** | [/drmariaschwartz](#)

**WEBSITE** | [www.mariaschwartz.com](http://www.mariaschwartz.com)

**CELL** | 240-393-5299

**EMAIL** | [maria.schwartz@vividconnect.com](mailto:maria.schwartz@vividconnect.com)

### Executive Summary:

Strategic and innovative Operations & Business Transformation Strategist and UX Leader with **20+ years of experience turning scattered ideas and complex business challenges into structured programs, stronger client experiences, digital systems, and measurable growth pathways.** Known for connecting business strategy, technology, financial growth potential, and global opportunity to **strengthen positioning, productivity, and revenue growth.** Recognized for **transformational leadership**, research-driven strategy, and empowering teams to create, innovate, and perform at a higher level. **Trilingual communicator** (English, Russian, Spanish) with a passion for **creative problem-solving** and **intercultural collaboration.**

### CORE COMPETENCIES

- Strategic Program Management
- Portfolio & Roadmap Planning
- Business Strategy & Revenue Growth
- Process Improvement & Operational Efficiency
- UX/UI Strategy & Digital Experience
- Research, Market Analysis & Data Strategy
- Agile / Scrum / PMP-Based Execution
- Cross-Functional Team Leadership
- CRM, SaaS & AI Automation
- Customer Relationship Management
- Strategic Partnerships & Vendor Management

### PROFESSIONAL EXPERIENCE

#### PROLIFIC.CAPITAL | Chief Operations Officer / Co-Founder

*2023–Present*

Real estate investment and development venture focused on modular/pop-top housing, investor education, and capital strategy.

- Solved early-stage credibility gaps by building a cohesive brand, advisor network, and investor-facing strategy to strengthen capital-raising readiness.
- Ensured balanced risk and strong ROI by developing a 10-year financial forecast model projecting 20–25% IRR, creating a clearer blueprint for fund growth.
- Built operational readiness by vetting legal, investor relations, construction, and marketing partners for scalable project execution.
- Maintained regulatory compliance by researching SEC guidelines, drafting essential legal documents, and applying for interim grants, securing continuous operations until funding.
- Preserved momentum by shifting from fund development to direct-build opportunities for qualified consumers, including families exploring Fannie Mae-based financing options.

#### S.W.A.T. TRADING INC | Chief Executive Officer / Co-Founder

*2020–Present*

Global trading and investment education company supporting beginner traders in stock, crypto, and other markets.

- Scaled globally by launching live trading courses in India, Europe, and beyond, expanding brand visibility and market reach.
- Broadened revenue streams by introducing evergreen and Spanish courses, capturing additional international markets in 2023.
- Achieved exponential growth by refining trading techniques and risk management, increasing capital from \$54K to \$600K in just six months (Aug 2020–Mar 2021).

VIVID CONNECT INC | **Founder / Chief Executive Officer**

2016–Present

Premium branding, SaaS systems, and financial education company helping entrepreneurs and small businesses build stronger positioning, automated sales pathways, and long-term financial growth.

- **Created a groundbreaking infrastructure model to strengthen Drexel University’s online learning management system (LMS)** by conducting an in-depth environmental scan and analysis of current Drexel student tools (LMS, Salesforce, etc), short and long term digital ecosystem projections, and the best digital solutions such as Amazon Web Services (AWS).
- **Elevated online course experience** by collaborating on Drexel’s award-winning “Test Drive” project, **significantly improving course enrollment and user satisfaction.**
- **Expanded client base by 130%** in 2019 through targeted branding, productivity tools, and strategic partnerships, **driving sustainable revenue growth.**
- **Improved operational efficiency** by 25% in 2024 via a new SaaS system infrastructure, **positioning the company for further expansion in 2025.**
- **In 2025–2026 pivoted to AI-driven growth systems**, including AI employees, AI voice calling, AI agents, SaaS subscriptions, and wealth preservation education to help clients strengthen conversions, client communication, and long-term financial growth.
- **Expanded 2026 financial education programming through CashBootcamp partner courses and events**, helping entrepreneurs and business owners better understand wealth preservation, IULs, annuities, and financial strategy as part of long-term growth.

MASHA SCHWARTZ ART | **Founder / Chief Executive Officer**

2016–Present

Global Surreabstract Art movement emphasizing creativity and imagination across industries and generations.

- **Pioneered Surreabstract Art** to counter conventional artistic norms, **expand creative thinking, and position imagination as a driver of innovation across industries.**
- **Strengthened art business operations in 2025** by adding Artwork Archive to track artwork, ownership, collections, and private rooms for niche collectors and clients.
- **Expanded artist support through an Artwork Archive affiliate partnership and other affiliate products**, helping Surreabstract creatives access better tools to manage and market their work.
- **Promoted community impact** by partnering with nonprofits (Hands on DC, SOME) since 2001 to create educational murals, **inspiring students and enriching local shelters.**

HANDS ON DC (HoDC / Nonprofit) | **Executive IT Chair**

2016–2018

- **Modernized digital presence** by redesigning the website to a responsive format and improving internal data management, **boosting volunteer engagement**
- **Expanded fundraising avenues** through a Giving Tuesday campaign, **elevating the organization’s global visibility and recurring donor base.**

UNIVERSITY OF MARYLAND GLOBAL CAMPUS (UMGC)  
**Associate Director of Digital User Experience**

2009–2016

- **Enhanced user interaction** by spearheading a multi-phase digital portal launch via Scrum, **optimizing data tracking and platform engagement (2013–2016).**
- **Secured \$36M in projected revenue** by developing a retention tool that **significantly reduced student dropout rates.**
- **Shaped organizational strategy** by identifying 8 key enterprise challenges during restructuring and proposing workable solutions, **influencing leadership decisions.**
- **Improved learning systems** by evaluating and implementing a new LMS, **streamlining academic operations and user adoption.**

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## EDUCATION

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D.M., DOCTOR OF MANAGEMENT, **University of Maryland Global Campus, UMGC** **2010 – 2016**  
 Thesis: *Foreign expansion of SME, INV and BG firms: An investigation of critical survival and failure factors.*

M.B.A., MASTERS IN BUSINESS ADMINISTRATION, **University of Phoenix** **2005 – 2008**

B.S., BUSINESS ADMINISTRATION AND COMPUTER SCIENCE, **Towson State University** **2000 – 2004**  
**Awards:** Art Honor Society Award; Academic Excellence Certificates

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## CERTIFICATIONS

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**PROJECT MANAGEMENT PROFESSIONAL (PMP)** **2015**  
*Project Management Institute, MD* **PMP Number:** 1848231

**LIFE & HEALTH INSURANCE PRODUCER** **2019**  
*Levinson & Associates* **NPN:** 19283194

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## PROFESSIONAL AFFILIATIONS

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- Toastmaster International
  - Project Management Institute
  - International Council for Small Business (ICSB)
  - Academy of Management
  - US Association for Small Business & Entrepreneurship (USASBE)
  - Project Management Institute
  - Fund Launch Black Card Program
  - Hands on DC
  - So Others Might Eat (SOME)
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## PRESENTATION AND TRAINING

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**Biafarin Awards 2025**, Dec 2025-January 2026 – International award exhibit.

**Earth 2025**, May 2025 – Juried online art exhibit celebrating earth.

**Nature's Touch**, September 2021 - Art exhibit at the Rockville Arts Festival in MD featuring Surreabstract art during COVID.

**Vision to Wealth**, September 2019 – Spoke on Business Experts panel.

**Smart Fitness Holiday Event**, December 2019 – Shrewd Networking Presenter.

**Online Student Day**, July, 2016, June 2017, June 2018 – Online Classroom Test Drive. Presented at Drexel University.

**SOARS**, June 2015 – Foreign expansion of SME, INV and BG firms: An investigation of critical survival and failure factors. Presented at University of Maryland University College.

**ICSB Conference**, October 2013 – The missing connection: Linking Entrepreneurial Orientation to the Intellectual Property protection. Presented at George Washington University, DC.

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## PUBLICATIONS

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**“Foreign expansion of SME, INV and BG firms: An investigation of critical survival and failure factors”** in UMGC dissertation library, Washington, DC. 2015

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## LANGUAGES

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English (native), Russian (native), Spanish (fluent), Ukrainian (basic), Mandarin (learning)