

Enterprise Multi-Brand CMS Modernization and Global Digital Transformation

Senior Product Manager &
Enterprise CMS Product Owner

Americas • APAC • EMEA

Allegis Group

EXECUTIVE SUMMARY

Allegis Group operated ten global brand websites on Sitecore 8.2 and 9 with fragmented architectures, inconsistent UX, manual editorial workflows, and limited governance. These gaps slowed delivery, increased operational cost, and made global scaling difficult. As Senior Product Manager and Enterprise CMS Product Owner, I led a five-year modernization across ten brands and more than eighty regional sites, creating a unified, governed, and future-ready digital ecosystem. The transformation improved delivery velocity, reduced operational cost, strengthened global UX consistency, and prepared the organization for personalization, automation, and AI-enabled workflows.

Strategic Outcomes



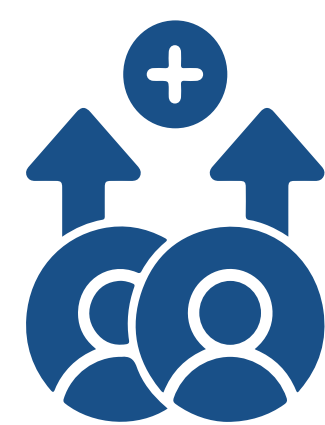
30%

Increase in market
share



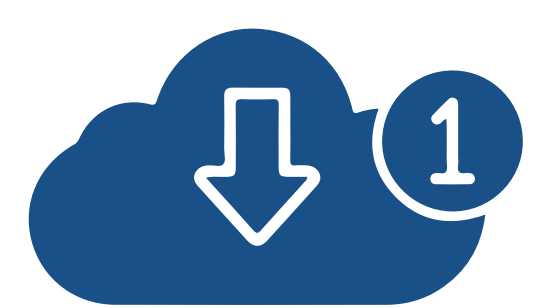
27%

Increase in revenue



44%

Increase in
engagement



54%

increase in
downloads



40%

faster publishing



200+

digital products
delivered



30

CMS redesigns
/ migrations



80+

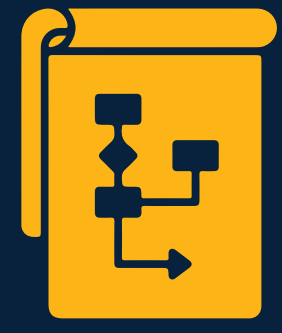
global site
versions

BEFORE – FRAGMENTED ECOSYSTEM



Fragmented Multi-Brand Architecture

10 independent Sitecore implementations with no shared components, governance, or design consistency.



Developer-Dependent Editorial Workflows

Basic content updates required developer involvement, slowing delivery and increasing error rates.



Fragmented UX and Brand Experience

Brands and regions followed different design patterns, navigation structures, and content models.



No Personalization or Regional Localization Framework

Limited support for multilingual content, regional adaptation, and geo-targeted experiences.



Slow Delivery and High Operational Cost

Duplicated components, inconsistent pipelines, and slow QA increased cost and slowed delivery.



TRANSFORMATION – THE APPROACH



Global CMS Modernization Roadmap

Defined a 5-year strategy to unify architecture, governance, workflows, and UX across ten brands.



Reusable Component Library and Design System

Established shared templates, navigation models, UI patterns, and content structures across ten brands and more than eighty regional sites.



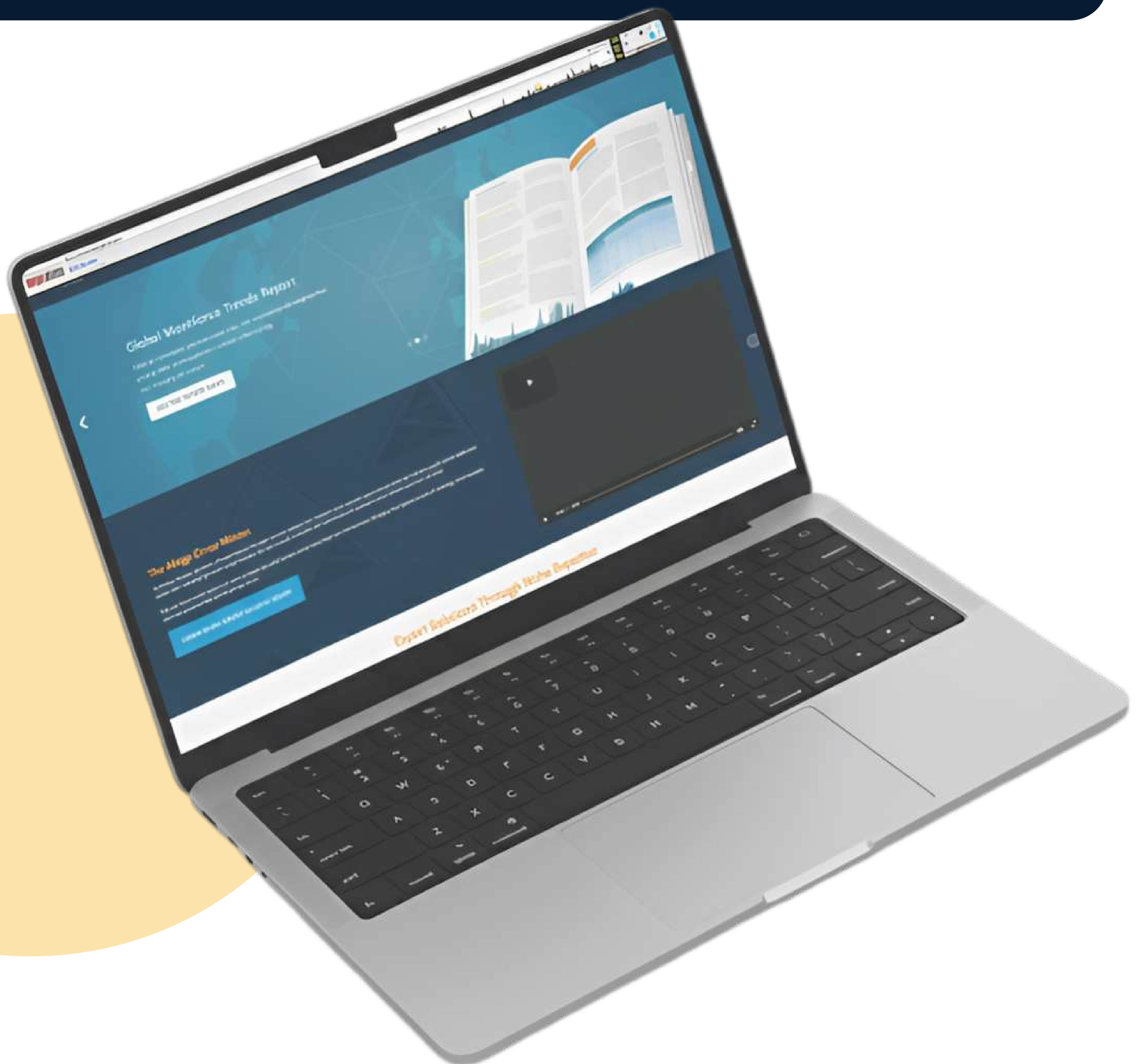
Cross-Regional Governance Model

Aligned Americas, APAC, and EMEA via shared priorities, standardized delivery practices, and design-first requirements.



Data-Driven UX Redesigns

Introduced analytics-led redesigns that improved navigation, conversion, discoverability, and engagement across brands.



AFTER – RESULTS AND IMPACT



Unified Global Ecosystem

Delivered a governed multi-tenant platform supporting multilingual content across eight dialects and three global regions.



200+ Digital Products Delivered

Streamlined workflows across Jira, Confluence, and GitHub increased delivery transparency and velocity.



Commercial Performance Impact

40% revenue growth and 54% increase in downloads driven by improved UX and content governance.



Editorial Velocity and Autonomy

Reusable components and automated publishing enabled marketers to publish independently.



Future-Ready Infrastructure

Azure hosting, Salesforce integrations, MongoDB personalization, and standardized APIs created an AI-ready platform for future scale.



Leadership & Delivery Scope

Role Overview

As Senior Product Manager and CMS Product Owner, I delivered a five-year modernization across ten brands and eighty regional sites, directing engineering, product, UX, QA, data, editorial, and operations delivery.

Leadership Responsibilities

Directed engineering, product, UX, QA, data, editorial, and operations teams. Contributed to PI Planning, Scrum of Scrums, and dependency management.

Scale of Delivery



200+

Digital products delivered



30+

CMS redesigns/migrations



80+

Global site versions

Delivery & Modernization Framework

Phase 1

Platform Assessment & Strategy

- Year 1
- Full audit of 10 Sitecore environments
 - Architecture, UX, and governance analysis
 - Five-year modernization strategy aligned to enterprise OKRs

Phase 3

UX, Editorial & Localization Transformation

- Year 3
- Localized content into eight dialects
 - Implemented MongoDB-powered personalization
 - Adapted content and media for regional and cultural relevance

Phase 5

Performance Optimization

- Year 5
- Implemented KPI dashboards for engagement and delivery
 - Supported continuous UX and performance optimization
 - Established governance and training programs to sustain platform maturity

Phase 2

Multi-Brand CMS Modernization

- Year 2
- Unified navigation systems, templates, and component libraries
 - Standardized design system across all brands
 - Automated publishing pipelines
 - Established continuous delivery of redesigned websites every 6–8 months

Phase 4

Scaled Agile Delivery

- Year 4
- Owned backlog and user story definition
 - Led design-first sprint planning
 - Reduced cycle time using standardized Jira and Confluence workflows

Tech Stack, Measurable Impact, Closing



Tech Stack

CMS:

Sitecore 8.2, Sitecore 9, Headless CMS

Integrations:

Salesforce, custom APIs

Analytics & Tools:

Google Analytics, Omniture, Google Tag Manager, SEO frameworks, Power BI, Jira, Confluence, GitHub, Postman

Infrastructure:

Microsoft Azure

Personalization:

MongoDB

Measurable Impact

Commercial Performance

- 30 percent increase in market share
- 27 percent increase in revenue
- 44 percent higher engagement
- 54 percent more downloads

Operational Efficiency

- 40 percent faster publishing workflows
- 25 percent improvement in delivery speed
- 200+ digital products launched
- 30+ CMS migrations completed

Experience & Global Consistency

- 49 percent improvement in UX
- 80+ multilingual, regionally adapted experiences
- Scalable governance across the Americas, APAC, and EMEA

Closing Statement

This transformation unified Allegis Group's fragmented CMS ecosystem into a scalable, governed, and globally consistent digital platform. It strengthened stability, improved UX, and enabled faster delivery for ten enterprise brands. The modernization now serves as a repeatable blueprint for enterprise organizations seeking CMS modernization, governance maturity, and scalable AI-ready architecture.