



TRAINER

Rachel Gertz

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Co-founder, Digital PM Trainer at Louder Than Ten

Sustainable teams start with incredible project leads

Rachel Gertz is Co-founder and Digital PM Trainer at Louder Than Ten. She trains apprentices in digital project management so they can work full time while learning to keep their companies happy, healthy, and ready for the future. Rachel loves to support the digital PM community and speak at events around the world that elevate the technology industry. She's the current director of the Vancouver Digital Project Managers group.

A little background

I am a trained teacher and teach folks who manage digital projects in the US, Canada, and overseas through Louder Than Ten. This involves teaching apprentices to hone their critical thinking and strategic approaches so they can support and refine their team's communication, design & content processes, stakeholder expectations, estimating and scoping, and reporting workflows—they work while they learn.

I also speak and do workshops at local and international events, I chair the Vancouver DPM meetup and DPM Slack group. My love of learning and unconventional approach is rooted in my English/Education degree, my passion for philosophical debate and problem-based learning, and several years of program management experience working with both kids and adults in literacy, healthcare, and suicide prevention.

If you look for me, I'll be teaching curriculum, flexing my writing fingers for our digital magazine, Coax, speaking (or ranting) about sustainable processes while upholding our wicked team. I'm thrilled that I get to wake up, shuffle to work, and help my team build programs that promote empathy, encourage inclusivity, close the skills gap, and prepare people for the changes that will come with job automation.

Helping projects and people

I've been training project leads, freelancers, and companies while providing workshops in project management, process, and digital

strategy since 2012. Before that, I was a remote and in-house digital PM and business developer for several boutique agencies in Canada and the US including our own studio since good old 2009. I've also been writing content since I had fingers and a spinal cord. Content strategy and UX anchors everything I do. I've also got a love for and appreciation for operations and financials—especially teaching apprentices how their organizations make and lose money so they can support its profitability and sustainability. I believe that project management is a skill as much as it is a role. Everyone benefits from learning the ropes.

Fundamentally, we believe that software can solve incredibly big and complex problems, but in order to do that, highly intuitive, adaptive leaders need to run those teams so they can stay focused on building things our world actually needs. Good processes elevate our industry and good people enable us to solve problems that matter. We need more of both.

We see a digital community that is getting stronger and are doing whatever it takes to decrease silos and barriers for people who are interested in doing creative work together. This means supporting project leads and their teams and encouraging everyone to embrace continuous improvement. We also aim to help fix the intense shortage of project and product managers as industries are thrown sideways by technological advancement. We believe that project leads are the lynchpins in this industry: they have the power to shape their organizations and help them thrive. Now, we have to connect these communities around the world and start reshaping the tech industry.

Bottom line

People who manage other people and their projects need love and support. They're creative thinkers, they're fun, they're problem solvers. They're loveable hardasses who champion their teams. And for that reason and all of the above, we will spend our lives supporting, celebrating, and upholding them.