

SUMMARY

Product Manager with a marketing and customer experience background and a passion for understanding customer needs. Particularly skilled in Agile, marketplaces, B2B2C, eCommerce, user journey optimization and improving conversion rates.

WORK EXPERIENCE

Agile Tyger

Founder

Remote

Apr 2020 – Present

- Agile coach supporting the definition of processes and team training for an agile transformation for an established startup.
- Product consultant developing an associate product manager, roadmap process and engagement metrics for the CPO of a startup.
- Program manager designing delivery of passports and humanitarian aid for a \$100+ million multi-national government program.
- Product marketing consultant creating sales processes, marketing collateral and value-based pricing for the founder of an agency.
- Product manager leading creation of new WordPress site, rebranded logo and marketing automation for the founder of a startup.

Spruce

Director of Product

Houston, TX

Nov 2018 – Dec 2019

- Executive Team Member responsible for the product roadmap. Positioned company for venture funding and national roll-out.
- Product manager and UX interviewer of iOS app, 5 web apps and prospect marketing engine focused on customer journey.
- Managed sales operations creating B2B report cards, sales systems in HubSpot and engagement tactics to increase retention.

Blinds.com (a Home Depot Company)

Senior Product Manager

Houston, TX

Feb 2016 – Oct 2018

- *Distinctions:* Top Performer, selected for the Voice of the Associate Committee, created Servant Leadership Training Program.
- Optimized web customer experience, contributing 20%+ conversion rate increase and ~\$10MM+ annual contribution margin.
- Program manager of marketing project portfolio with an annual budget over \$3MM that improved merchandizing, SEO, customer journey mapping, conversion, post purchase emails, tracking clarity and website stability for 5 different websites.
- Chief of Staff to the Chief Marketing Officer. Advised technical, acquisition, product and personnel decisions.

ZocDoc.com

Senior Marketing Associate

New York, NY

Nov 2012 – Feb 2016

Distinctions: Ranked in 90th percentile in semi-annual performance reviews and 2014 “Make Work Fun” award recipient.

- Negotiated and managed the multimillion-dollar Salesforce contract renewal.
- Led executive steering committee focused on increasing marketing-driven inbound sales. Transformed the sales floor by creating an inbound sales team and testing market entry advertising. Achieved a 48% increase of inbound sale revenue.
- Responsible for Email and SMS patient experience, vendors and CAN SPAM compliance.

MENTORSHIP EXPERIENCE

Rice University: Liu Idea Lab for Innovation and Entrepreneurship

Expert in Residence: Product Management

Remote

Jan 2020 - Present

- Support students with product management mentorship while creating product management curriculum and content for MBAs.

Station Houston

Mentor

Houston, TX

Jan 2019 – Dec 2019

- Mentor for 20+ entrepreneurs at Station Houston. Provided agile coaching, marketing suggestions and user experience feedback.

EDUCATION

Columbia University Fu Foundation School of Engineering in conjunction with Columbia Business School

Master of Science: Management Sciences and Engineering • 3.2 GPA

New York, NY

Sept 2012 – Aug 2013

The University of Texas at Austin College of Natural Sciences

Bachelor of Science: Mathematics • 3.8 GPA

Austin, TX

Aug 2004 – Dec 2008

Study Abroad: **Kungliga Tekniska Hogskolan Stockholm, Sweden** and **Universidad Complutense Madrid, Spain**

SKILLS & INTERESTS

- *Certifications:* Certified Professional Scrum Master, Certified Professional Product Owner and Executive Meeting Facilitator
- *Other:* Native fluency in Spanish, public speaking, ten-time champion of soccer leagues and traveled to over 60 countries