



E-commerce thought leader and catalyst for change and innovation who has delivered compelling consumer experiences yielding dramatic revenue increases to leading global online sports retailer

PRODUCT MANAGEMENT LEADERSHIP: GLOBAL E-COMMERCE

Product Strategy & Vision ❖ Product Roadmaps ❖ Global Product Launches

Strategic Planning • Business Case Creation • Talent Acquisition & Staff Development • E-Commerce Site Design/Development
Cross-Functional Stakeholder Engagement • Process Improvement • IT Project Management • Software Product Development/QA
Localization/Global Geo-Detection • Cross-Platform and Web/Mobile Brand Consistency • SEO • Conversion Rate Optimization

Execution-oriented Product Management executive with 12 years of success directing development and implementation of strategies that engage consumers of top e-commerce sites with highly visual and captivating experiences that maximize demand and conversion rates and ensure winning product launches. Apply powerful blend of technology, market/business systems analysis, software development, P&L management, and leadership skills to optimize processes, drive rigorous product development efforts, and introduce major technology and content enhancements. Readily drive consensus, improve collaboration, and lead by influence.

- Played lead role in requirements definition and execution of vision for Webby Award-winning site PDP redesign.
- Provided incisive analysis for highly successful European mobile site launch.
- Developed requirements and global roadmap for redesign of primary e-commerce page that exceeded all financial targets.
- Supported e-commerce success with implementation of distributed order management and automated reporting systems.
- Served as Subject Matter Expert for PDPs rolled out to/customized for e-commerce sites across 22 countries/9 languages.
- Ensured PDP up-time for 120+ high-heat product launches, as competitor sites crashed.
- Positioned effective PDPs as key component of online growth strategy—with launches selling up to \$7M in first hour.

PROFESSIONAL EXPERIENCE

MAJOR ONLINE SPORTSWEAR RETAILER, Seattle, Washington

Key catalyst over 12 years in driving remarkable success of world-leading athletic apparel e-commerce site, through products pages that are primary source of revenue across 19 EU countries, North America, Japan, and China.

SVP Product Management

2012 – Present

Promoted to high-profile responsibility for primary revenue page on primary e-commerce site, including product roadmap evaluation and development through A/B testing, market research, and consideration of brand objectives, while ensuring engineering capability to execute within budgets. As Product Manager and Product Owner, initiate technology and content enhancements. Reporting directly to Global Product and Program Director, lead staff of 5 direct/23 indirect reports and coordinate multimillion dollar cross-functional efforts with Marketing, Engineering, QA, Finance, Design, Legal, and other internal teams.

- Led development and delivery of PDP that has outperformed all other products and exceeded YOY financial targets.
- Championed and evangelized adoption of Product Management model developed on initial 2011 PDP project.
- Delivered product with fewer defects than any prior ecommerce IT project at company, emulated by multiple other online retailers due to its effectiveness.
- Managed portfolio of nine complex products, including eight PDPs and one wish list product.
- Repeatedly dubbed by Engineering team as “most engaged and involved product manager—and by far the best analyst.”
- Enabled company to exceed stretch goals for year for conversion and demand on Product Details Page through technology and content enhancements that drove \$Millions in incremental revenue.

VP Product Management

2010 – 2012

Assumed responsibility for analysis/requirements development for product reviews, wish list features, international pricing, product images, etc. Reported to Global Program Director, led team of 3 direct/14 indirect reports, managed \$5M budget.

- Served as lead analyst in complete re-designs of 5 PDPs and creation of compelling consumer experience that won 2012 Webby award, and drove detailed requirements for mobile launch in Europe.
- As Subject Matter Expert for PDP page, site's primary revenue generator, set strategy for scorecarding of page and implemented A/B testing strategy and prioritization of requested features.
- Orchestrated localization efforts and geo rollouts taking into account complexities in each country.
- Guided team in developing consistent brand experience for across platforms through leadership of requirements and story definition for Flash to HTML conversion.
- Ensured successful PDP launch for major sports league contract, providing assessment and specifications to deliver page.
- Led delivery of efficient, reliable order management by defining and documenting extensive business rules and requirements for implementation of new Distributed Order Management System (DOMS).

DYNAMIC SOFTWARE, INC., Seattle, Washington**President**

2006 – 2010

As Principal Consultant and Owner of this independent software development and accounting services firm, provided services to diverse clientele including logistics companies, web development agencies, and utilities. Hired/directed software development staff, and managed all P&L and operational aspects of firm.

- Hired and developed quality team of database and .NET developers, and mentored them in software development standards, SDLC, client management, and project management for data-driven web applications.
- Led team in development of multiple .NET web applications and implementation/reporting enhancement of ERP systems.
- Provided assessments, analysis, and recommendations to clients on enterprise software selection decisions.

BUSINESS SOLUTIONS, INC., Portland, Oregon**Chief Operating Officer**

2005 – 2006

Brought in to rescue small business lacking sound operating and financial structure and struggling to manage several unrelated business lines. Held full responsibility for daily operations and management of ~\$1M operating budget.

- Turned around failing start-up and normalized operations with internal controls and well-structured budgeting, financial reporting, cash flow, accounts payable, and accounts receivable management processes.
- Rationalized operations, recommending and initiating shutdown of non-core company operations.
- Provided owner with "big picture" view of various operating scenarios to enable informed decision making.

PREVIOUS CAREER TRACK HIGHLIGHTS

1997 – 2005

- PROFESSIONAL SERVICES, LLP: *Accountant & Information Management Consultant*
- TECHNOLOGY CORPORATION: *Senior Programmer Analyst*
- CONSUMER PRODUCTS COMPANY: *Oracle DBA*

EDUCATION**OREGON STATE UNIVERSITY**

B.S. Business Administration: Management Information Systems, Minor in Pre-Law – May 1996

TECHNICAL BACKGROUND

Complete Software Development Life Cycle (SDLC), including Requirements Analysis, QA, Project Budgeting, A/B Testing
In-depth knowledge of and ability to implement Product Management Model to organizations