

**Professional Summary:**

- Dedicated, high-energy Product Manager who is regularly singled out to lead key initiatives.
- Adept at defining strategies, gaining consensus and building relationships with third-party and cross functional partners.
- Successfully manages complexity while driving technical and user-focused digital teams.
- Business acumen paired with technical savvy
- Defines and executes projects that lift the bottom line
- Gets. It. Done.

**Education & Development:**

- Franklin and Marshall College, Lancaster, PA - BA History
- Pragmatic Product Marketing Certification
- Crucial Conversations Certification
- Agile and Lean UX Certification

**Professional Experience****Victoria's Secret Direct, Columbus, OH**  
**Sr. Manager, Digital Projects****2018 - current****Responsibilities:**

- Selected to lead the new Shop Capabilities team with responsibility for the customer experience, front end web development, collaboration with SEO and coordination with backend teams. Direct and dotted line management of a 14 person team.
- Responsible for the development of the Product Northstar and accompanying Roadmaps for Victoria's Secret and PINK websites. Roadmap contributes over 3MM of revenue per month.
- Drives resulting Agile development priorities and Sprint activities using JIRA and Confluence.
- Approaches work guided by DevOps principles. Worked alongside technology partners to pilot a model leveraging automated testing, continuous integration and continuous delivery.
- Pilot rolled out across the enterprise within 6 months.

**Victoria's Secret Direct, Columbus, OH**  
**Manager, Digital Projects****2013 - 2018****Responsibilities:**

- Led team through a transition from Waterfall to Agile. Responsible for bottom line success of the Checkout, Product and Mobile experiences.
- Recipient of the Digital High Performer award as nominated by peers and the Digital Executive Leadership team.
- Managed the Checkout team through its first ever Agile development cycle, with a focus on Lean UX.
- Identified to lead a company-wide effort focusing on Mobile in 2014.
- Collaborated with the executive team to define mComm strategy.
- Responsible for execution of that strategy, resulting in positive year over year growth accounting for 24% of total demand.
- Championed several positive A/B test enhancements such as a new Product Details page, an Offer Upsell experience, improved Mobile Checkout and Navigation enhancement.

**JP Morgan Chase, Columbus, OH**  
**Manager, Experience Optimization****2010 - 2013****Responsibilities:**

- Drove process improvements for release management and monitoring of site quality and compliance issues for Chase.com and MorganOnline.
- Planned a strategy that reduced online accessibility errors by 25% for sites with over 28MM monthly visitors.
- Worked with a third party to implement the Compliance Sheriff monitoring tool.
- Conceptualized and championed a project that leveraged existing test scripts and integrated them with a third party API in order to monitor secure areas of the site.
- Selected as a customer experience representative to work on an initiative to redesign Chase.com.
- Managed Product Managers in Columbus and Bangalore.

**Travelocity.Com, New York, NY**  
**Manager, Product Management - Global Content**

**2008-2010**

**Responsibilities:**

- Cultivated Travelocity.com's global content strategy by defining and executing a Roadmap for optimal use of digital, editorial and review content.
- Roadmap execution resulted in an increase in content adoption across the company by 20%.
- Created 12 web services in 14 months. Resulting in the consolidation of 2 global review databases and 3 separate global image systems; including the migration of 800k images.
- Reaping the company a savings of over 600k annually.
- Managed high-profile third party relationships with TripAdvisor, Frommers and VFMLeonardo; negotiated contracts resulting in an annual savings of over 60k per year.
- Selected as one of 75 worldwide employees to revamp Travelocity's 5 year global strategy, which resulted in a new focus on visual descriptive content.
- Drove prioritization and requirements for a 20 member global technology team.
- Managed a Product Manager based in London, UK.

**Last Minute Deals**  
**Sr. Product Manager**

**2006-2008**

**Responsibilities:**

- Ensured 10% year-over-year growth of the \$45MM Last Minute Deals platform by developing and implementing cost effective projects.
- Managed the Product Management team responsible for overseeing new product development, site usability and operations for Travelocity's Last Minute Deals platform.
- Positive team morale verified by excellent 360 reviews.
- Lead projects that resulted in reducing customer service costs by 300k per year.

**Pronto Inc. (a subsidiary of Interactive Corp), New York, NY**  
**Sr. Product Manager**

**2005-2006**

**Responsibilities:**

- Brought on-board to create a brand new shopping application and website from the group-up in 6 months.
- Conducted market research, customer interviews and helped develop a vision for the new 30MM a year product.
- Responsible for scheduling and development of creative, technical and marketing initiatives.
- Conducted focus groups to validate the direction of concepts, designs and marketing of the product.
- Consulted with the VP of Distribution to develop a Search Engine Marketing strategy.
- Deployed enhanced pages for over 1MM products in less than two months.

**Priceline.Com, Norwalk, CT**  
**Senior Producer**

**2001-2005**

**Responsibilities:**

- Guided best practices to improve site usability and conversion by analysing customer feedback and core metrics.