Katherine Denney, MBA-IT

Technical Product Manager & Business Analyst

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**Summary**

Experienced Technical Product Manager/Business Analyst with a track record of driving $50M in incremental revenue via eCommerce for companies including JBS’s Wild Fork Foods, Essilor, Luxottica, and small businesses.

* Proficient in implementing new technologies, renegotiating contracts, and training staff in efficient Standard Operating Procedures.
* Known for leading project teams to reduce shipping costs by $17M annually and executing $5M in annual savings.
* Developed POS and eCommerce solutions resulting in $28M in incremental revenue.
* Tech Stack Expertise includes ChatGPT, AI solutions, APIs, Shopify, CommerceTools, Contentful, WordPress, Square, Java, HTML, Yotpo, Narvar, Emarsys, DY, FreshDesk, and Jamstack (JavaScript, APIs, Markup), C#, SSMS & SQL, Excel, Tableau, Power BI, and Python.
* Skills include Jira Management, Agile Methodology, Confluence eCommerce, Critical Thinking, Verbal and Written Communication, Coaching, Presentations to Executive Leadership, and Problem Solving
* Certifications include Comptia A+, Project+, Certified Internet Webmaster Web Developer, ITIL, Data Preparation micro-credential at a Graduate level from WGU

**Professional Experience**

**Technical Product Manager – eCommerce (Promoted from Senior Technical Analyst)**

**Wild Fork Foods | February 2022 – Present**

- Spearheaded the development and re-platforming of eCommerce systems, focusing on Top of Funnel, reviews, email management, release management, and data analysis.

-Defines the product vision, strategy, and roadmap.

-Gathers and manages stakeholder requirements and relationships. Writes user stories and communicates expectations to the developer team.

-Responsible for the Retail merchandising in the eCommerce system, including the Product Data Management, Inventory Management, and implementing marketing strategies

- Owner of the CommerceTools, Contentful, FreshWorks, social media, and Emarsys systems, including Vendor Management, Onboarding, and Training Business

-Presented weekly updates to the executive team regarding the Scrum teams process including Burn Down charts, scope creep, productivity, financial impacts, utilization metrics, and budget estimates

-Represents the product to senior leadership and broader business.

-Re-platformed the payment capture system from the Shopify/Stripe platform to Adyen

-Developed a business process to identify issues with capture, authorizations, and fraud for the tech team and the Customer Service escalation department

-Implemented and supported POS project for 36 stores

- Created comprehensive technical documentation and process flows; regularly presented to leadership teams.

- Managed Agile ceremonies and facilitated communication between domestic and international business stakeholders.

- Vendor Management and scoped vendor relationships to optimize the eCommerce ecosystem and enhance the customer experience.

-Utilized Confluence, Jira, Excel, Outlook, Teams, Visio, draw.io, and Notepad ++ to further communication and record keeping

**Senior Technical Business Analyst-Patient Engagement**

**US Anesthesia Partners | September 2021 - February 2022**

- Orchestrated patient engagement platforms and self-pay experience, resulting in a 3.5% increase in annual revenue, equivalent to $60.2 million.

--Became a Subject Matter Expert (SME) in Medical insurances and claims processes including: Aetna, Blue Cross Blue Shield (BCBS), Humana, Cigna, and Medicaid

-Assisted with Vendor Management for Call Centers that supported post-payment

- Utilized SQL and data analysis tools to extract insights and improve performance reports

-Write user stories for the SQL server developers to build the integrations to Power BI and the proprietary internal dashboards.

-Present weekly financial reports to the C-suite executives and board of directors including the Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Financial Officer (CFO) and various Vice Presidents

- Built out reports in Power BI, Tableau, Python via Anaconda, and Powerpoint

**Product Manager/Lead Business Analyst**

**Eye Nerds – Optical Consulting Group | May 2015 - August 2022**

- Drove technology enhancements for ophthalmologic and optometric practices.

-Implemented Agile methodologies and supported the Project planning for each client including writing user stories, gathering requirements, communicating to the IT team, demonstrating the final products to the clients, and training the end-users on the software tech stacks

- Implemented POS in over 50 client locations (including Shopify, Stripe, Square, Toast, PayPal)

- Inventory control, social media, and EMR systems, reducing administrative costs by 30%.

-Vendor Management: including Pharmaceutical companies, frames, lenses, and contact lenses

- EMR Projects included Compulink, Revolution EHR, Liquid EHR, Medesk, and building proprietary software platforms with API integrations

- Analyzed sales and conversion trends, identified growth opportunities, and executed improvements using Agile methodology

- Enhanced websites and social media presence, increasing Click Through Rate (CTR) by 200%.

-Built practice websites on platforms: Shopify, Wix, Squarespace, GoDaddy, Weebly

- Maximized patient and practice utilization of insurance resources, boosting the average dollar per ticket by $150.

-Became a Subject Matter Expert (SME) in Vision and Medical insurances and claims processes including: Aetna, Blue Cross Blue Shield (BCBS), Vision Service Plan (VSP), Eyemed, Superior Vision, Humana, Cigna, MetLife, and Spectera

**Retail Business Analyst**

**Essilor of America | October 2014 - May 2015**

- Led and manage a cross-functional team across the IT department, Customer Service, Marketing, and Operations to build a proprietary software system that would enable Big Box clients such as Oakley, Walmart, Eyemed, and SVP to order lens inventory without the security flaws and downtime as the previous proprietary software system.

-After building the software system, trained the employees within each department the new streamlined processes, resulting in a $42M cost reduction over 5 years.

- Analyzed retail accounts, gathered business requirements in Jira and Confluence, tracked product volume in Excel, and established Standard Operating Procedures and documented within Word.

**Education**

MBA- IT Management, Western Governors University | Dec 2023

Bachelor of Science in Software Development, Western Governors University | July 2021