

## Contact

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(LinkedIn)

## Top Skills

SQL

Customer Research

Entrepreneurship

## Honors-Awards

MIT Sloan Analytics Lab – 1st Place

Rotman Design Challenge – 3rd Place

# Andrew Flamang

Head of Product (ML, Optimization, and Automation) @ Wise Systems  
Greater Boston

## Summary

Product and growth leader with 15+ years of experience, from enterprise firms (\$1B+) to founding teams -- currently focused on logistics. Skilled at finding value and implementing across a variety of pathways: 0-to-1 product development, iterative product improvement, new partnerships, go-to-market changes, etc. Passionate about developing product leaders and experienced in achieving widely varied business goals.

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## Experience

Wise Systems, Inc.  
Principal Product Manager  
2021 - Present (3 years)  
Greater Boston

Leading a team of Senior PMs across delivery planning and dispatch workflows – helping customers achieve varied ROI goals by optimizing their drivers' routes. Responsible for the direction of Wise's full product suite, including (1) our company-wide machine learning roadmap, (2) our flagship Route Planner and Dispatcher products for daily route optimization, and (3) our newly created Strategic Planner for aligning resources against recipient SLAs.

Cengage  
Senior Technical Product Manager  
2019 - 2021 (2 years)  
Greater Boston

Responsible for driving customer and commercial value from various data streams, including traditional product usage data and student assessment responses.

- Launched new personalized language assessment product, replacing dozens of legacy products with a single, validated tool; validation required coordinating user testing by 5,500 students across three continents

- Served as product manager on the data/analytics team for fifteen months, responsible for enterprise-wide and cross-product insights, and customer-facing data products for high-growth B2C subscription segment

## The Bridgespan Group

### Consultant

2015 - 2019 (4 years)

Greater Boston

Management consulting and digital product development at Bain & Company's partner firm.

Product development work focused on pilot and launch of Bridgespan's first online learning product -- included performance dashboard for current courses, content development for new pilot course, and product advisory group to test clarity and usability

Strategy consulting highlights include:

- Advised workforce development organization in piloting new marketing approach, resulting in immediate 2x increase in recruitment and plans to replicate pilot
- Advised COO of one of the country's largest nonprofit networks on performance of 800+ affiliates (SQL based analysis), contributing to significant revisions in network's affiliate support structure
- Led team in developing technology strategy for nationwide college advising nonprofit, improving enrollment outcomes through automation and A/B testing opportunities, adjustments to virtual advising, and new classification analyses
- Collaborated on Harvard Business Review article (Sept. 2017), including authoring eight case studies on large-scale social impact successes (based on interviews and secondary research)

## Martin Trust Center for MIT Entrepreneurship

### Designer in Residence (MIT delta v accelerator)

2015 - 2015 (less than a year)

Greater Boston

Leadership role at delta v, MIT's premier venture accelerator (summer 2015):

- Advised fourteen student-led tech startups on customer research, needs analysis, ideation, and using their findings to inform product design, product strategy, marketing, and branding decisions
- Teams largely composed of electrical engineering and computer science, mechanical engineering, and chemical engineering students

- Many teams have since launched or joined later-stage accelerators

## THE MEME design

Growth Strategy Intern, Digital Innovation

2014 - 2014 (less than a year)

Greater Boston

- Documented user research strategy for adult online learners, supporting higher education client's successful \$4M innovation grant application (~5% of applications accepted)
- Developed business case for redesign of healthcare client's new web platform, and collaborated with design team on market and user research

## Education Reform Now

Founder and State Director (Mass)

2010 - 2013 (3 years)

Greater Boston

- Led design, development, and go-to-market of proprietary web platform for national fundraising, scaling rapidly to reach break-even in four months
- Launched new state-level nonprofit organization: collaborated with stakeholders to create business plan, define policy goals, identify funding opportunities, and hire team -- received \$125,000 early stage grant and reached \$1M annual budget by year three
- Led merger of two national-level departments to increase accountability

DFER (ERN's campaign org.) was named one of Fast Company's Ten Most Innovative Companies in Education for 2015: <http://bit.ly/1z0p1tY>

## Straus/Baker LLC

Senior Associate

2005 - 2009 (4 years)

New York City Metropolitan Area

Consultancy role focused on development and fundraising:

- Cultivated new \$250,000 recurring revenue stream for startup nonprofit by developing partnership with third-party web platform and leading go-to-market for the product
- Led development of and migration to an in-house CRM system
- Trained successful first-time statewide political candidate on fundraising, raising \$1.75M+ in fifteen months while developing new donation vetting system

- Led logistics for three annual fundraising events for advocacy client (Eleanor's Legacy, focused on electing women candidates in NY), surpassing growth goals each year (3+%)

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## Education

MIT Sloan School of Management

Master of Business Administration (MBA) · (2013 - 2015)

New York University

Bachelor of Arts (B.A.), Politics, History · (2001 - 2005)

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