

## EXECUTIVE SUMMARY

*Vision-driven change agent with career-long record of strategic planning, technology optimization, and new product innovation for leading organizations*

Proven talent for aligning business strategy and objectives with established product development and technology management paradigms to achieve maximum operational impacts with minimum resource expenditures. Growth-focused thought leader with expertise spanning international program management, market analysis, process optimization, change management, complex problem solving, infrastructure development, technology solutions, cross-functional team leadership, performance assessment, client relationship management, and project management. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills, as well as budget management, policy development, and resource allocation expertise.

### CORE COMPETENCIES

- Executive Leadership
- New Product Development & Launch
- Strategic Planning & Execution
- Consumer Analytics
- Team Development & Mentoring
- Portfolio Management
- Process Engineering & Organizational Change
- Business Management
- Agile Methodology
- Six Sigma Black Belt
- Data Driven Product Innovation

## EXECUTIVE EXPERIENCE

SEARS HOLDINGS CORPORATION: SHOP YOUR WAY, HOFFMAN ESTATES, ILLINOIS, AUGUST 2016 TO PRESENT

*Shop Your Way is a B2C social commerce and targeted marketing platform with 150MM members and \$300MM in revenue. Shop Your Way delivers a smooth shopping experience, allows discovery of new products, a provides members with a place to seek advice and find great savings on the items and things they do every day.*

HOFFMAN ESTATES, ILLINOIS, AUGUST 2016 TO PRESENT

### **CHIEF PRODUCT OFFICER – SHOP YOUR WAY**

SEARS ISRAEL LIMITED, TEL-AVIV, ISRAEL, AUGUST 2016 TO PRESENT

### **BOARD of DIRECTORS**

PRODUCT PORTFOLIO:

*Shopyourway.com, SYW app, Personal Shopper/Clientele, MSA, WinIt, SYW Relay, Fount, Shopbolt*

- Partner with CEO Eddie Lampert to evolve the Shop Your Way social commerce and targeted marketing platform to 150MM registered members and 55MM active users.
- Expanded the rewards ecosystem by launching of wide range integrated partner experiences including Citibank, Uber, GasBuddy, Rocket Miles, LendingTree and Time Magazine.
- Formulate customer engagement and retention metrics based on social interaction, commerce behaviors and profile completion. Ideate tactics to increase retention by analyzing member segments and identifying opportunities to improve the user experience.
- Responsible for a product team comprised of over 200 product managers, designers and software developers located in Chicago, Tel-Aviv and Hyderabad with an annual budget of \$40MM.

- Determine and design the product roadmap and identify features needed to drive stronger engagement, increase retention and drive innovation for the social commerce platform and a mobile portfolio of five apps.
- Coordinated release of a redesigned Shop Your Way app which drove a 73% increase in app adoption and increased app revenue by over \$6MM per month.

TILTEDGLOBE, LLC, CORAL GABLES, FLORIDA, FEBRUARY 2015 TO AUGUST 2016

*A live-streaming two-sided platform for professional artists and producers to expand their performances to a global audience. This patented solution provides a highly secure streaming solution that proactively controls the number of devices permitted to watch a live stream. The platform is designed to monetize each performance through ticket sales, show reservation fees and bandwidth aggregation.*

### **CHIEF TECHNOLOGY OFFICER**

PRODUCT PORTFOLIO:

*Tiltedglobe Technologies Platform, Tiltedglobe.com, Tiltedglobe Entertainment app (iOS)*

- Built a 5-person development team to own all aspects of product development and management.
- Outlined the MVP product-based competitive analysis, market divers and voice of the customer. Created a 12-month product expansion plan including expansion to additional vertical markets (healthcare, faith-based organizations) and technologies (OTT, SVOD, AR).
- Funneled and drove revenue streams through the platform through bandwidth aggregation, multi-bitrate transcoding and on-platform advertising.
- Discussed and negotiated agreements with key business partners, including renegotiating agreements with existing providers to reduce streaming costs by 17%.
- Acted as chief product evangelist responsible for presentations to investors, industry groups, and partners.

OPEN ENGLISH, LLC, COCONUT GROVE, FLORIDA MAY 2012 TO NOVEMBER 2014

*Open English is the leading online English school in Latin America and the U.S. Hispanic market servicing over 150,000 students. The online school offers personalized, live classes 24 hours a day, 7 days a week, with native English-speaking teachers.*

### **VICE PRESIDENT of PRODUCT DEVELOPMENT**

PRODUCT PORTFOLIO:

*OpenEnglish.com, OpenEnglish app (iOS, aOS), Salesforce CRM*

- Spearheaded design, planning and transition to the next generation learning management system. Delivered a complete product roadmap including strategy, market analysis, managing voice of the customer, new feature design and complete academic content.
- Oversaw the product and project portfolio team responsible for \$3M of development.
- Initialized and launched Learning Platform 2 successfully in less than 18 months to achieve Open English's first major product release in over three years, resulting in 5x increase in student engagement over the previous learning application.
- Directed release of full versions of the learning platform for Android and iOS tablets within six months of the general release of the Open English Learning Platform, and within three months converted 15% of our students to the full mobile experience.
- Conceptualized and created a gamification ecosystem of badges, rewards, automated communications and social media reinforcement to increase student engagement and promote positive learning behaviors.

- Gathered and led a team of language experts and instructional designers responsible for the development of the entire Open English language learning curriculum based on the Common European Framework of Reference, which saved \$1.5M in development costs.
- Managed a \$1.1M budget to identify, evaluate and conduct vendor negotiations to expand product distribution channels and the licensing of innovative content to support an expanding student base in Latin America.
- Drove Payments & E-commerce platform teams including integrations with Chase, Paypal, SafetyPay, Cielo and a variety of banks throughout Latin America, and led a processing improvement project to reduce rejections rates more than 20% for major credit card processors.

ASSOCIATED OCEANS, LLC, MIAMI, FLORIDA, SEPTEMBER 2009 TO DECEMBER 2011

*A startup technology company providing an online social network and travel booking services to the SCUBA diving industry.*

### **CHIEF TECHNOLOGY OFFICER**

PRODUCT PORTFOLIO:

*ClicknDive.com, CnD app, DiverPass, Diver ERIS app*

- Handled product development, infrastructure investment and staff recruitment as well as developed areas of expertise including online marketing services, mobile applications development, Dive Store Point-of-Sale software and Wi-Fi technology-based diver safety systems.
- Developed the complete product roadmap including new software design, new feature development and software updates and patches. Governed all technology evaluation and selection activities for hardware, software and systems companywide.
- Conceptualized the architecture for the creation of the ClicknDive.com travel network for the SCUBA diving industry, which is a services-oriented application incorporating travel sales, property management and social networks that links SCUBA divers, charter boats and resort destinations worldwide.
- Built a reservation payment system including shopping cart, payment processing and vendor reimbursements. Integrated the payment platform with Chase Orbital, Paypal and Merchant e-Solutions and annually processed over \$750K in travel payments.
- Devised and installed a VMware virtual cloud infrastructure co-located across three sites in Texas, Florida and Massachusetts connecting voice and data services for offices in Miami, Cocoa Beach, Portland, Seattle and Cleveland. The services hosted within this cloud managed a two-year average up-time of 100%.
- Produced and acted as principle inventor of the patent-pending Diver Physical Accounting Safety System (DiverPASS) product designed to prevent a dive charter boat from leaving divers in the water through the use of proprietary waterproof RF tags and an Android or iOS mobile device.
- Created the ERIS (Emergency Response Information System) mobile application for the iOS and Android platforms.

INTEGRATED SOLUTIONS MANAGEMENT, TAMPA, FLORIDA, MAY 2008 TO SEPTEMBER 2009 / DECEMBER 1999 TO JUNE 2005

### **PROGRAM and PROJECT MANAGEMENT SME**

- Served as a Senior Consultant responsible for defining, developing, and delivering project management and service management processes, policies, best practices, and solutions.
- Evaluated established operations systems, methods, and practices and procedures to assess their effectiveness, utilized existing information and made recommendations for improvements of new processes and procedures.
- Organized the manufacturing and logistic integration of the recently-acquired Naked Juice product line into the Tropicana business. Consolidated legacy manufacturing processes and facilitated the transfer to a new manufacturing and distribution plant in California.

- Constructed a Project Management office to provide assist and guide the client's "legacy" project teams and "corporate" project teams as they worked to integrate five major brands into a single shared service environment. This included developing and implementing communications plans, work breakdowns, timelines, risk matrices, and contingency plans.
- Hosted Business Process gap analysis workshops and launch team preparedness sessions.
- Oversaw development and execution of end user testing.
- Regulated the development and implementation of a \$12M support infrastructure for a corporate e-Commerce site servicing Europe, Middle East and Africa.
- Instituted a multi-national project office responsible for the consolidation of Latin America consumer care operations into Brazil, including establishment of a customer care operations center, implementation of the computer and network infrastructure, service management process infrastructure, and vendor service level agreements.
- Organized development of a call center IT integration strategy for North America, Latin America and Europe which included consolidation of fourteen call centers, four CRM packages, and integration to nine back-end systems. Led a project management team in the development of a roadmap and task plans that provided the framework for the client to successfully meet or exceed corporate goals.

MOTOROLA, PLANTATION, FLORIDA, JUNE 2005 TO MAY 2008

#### **SENIOR PROGRAM MANAGER/PROCESS EXCELLENCE**

- Aided re-engineering efforts utilizing best business practices, supported the program management office and improved project management standards to achieve on-time new product delivery.
- Drove continuous improvements of the corporate Program Management practices as a Digital Six Sigma Black Belt candidate.
- Utilized the extensive project data warehouse to define the top challenges faced by the development teams, which were responsible for over 1000 additional staff-months of unplanned efforts. Addressed issues over the course of 12 months resulting in cycle time and resource savings equivalent to four additional projects added to the project roadmap. Improvements in project efficiency and schedule accuracy led to two consecutive years of a slippage factor of less than 1.0.
- Built a patent-pending rules-based automated schedule quality assurance tool to ensure adherence to established scheduling best practices, leading to a reduction in pre-baseline schedule tuning and increased reliability in schedule-based metrics.
- Fabricated an enterprise digital dashboard to provide project status based on several key drivers including performance against the baseline schedule, resource loading, change request management and cycle time. Implementation of the project dashboard improved the Corporate PMO alignment with the product roadmap and ability to anticipate changes as far out as 18 months.
- Optimized a change control process for new product introductions that reduced cycle time for change requests from an average of 200 days to less than 15 days.
- Steered a corporate project team to reengineer the resource management process governing 14K global resources including process definition, establishment of accounting rules, user base training, application configuration and deployment across nine business units and 18 countries.

## **EDUCATION AND CREDENTIALS**

BACHELOR OF SCIENCE (B.Sc.) IN BIOLOGY, 1994  
*Florida International University, Miami, FL*

## **VOLUNTEERISM**

- Serve as Event Director for the Junior Orange Bowl – Sports Ability Games since August 1992.

## **ADDITIONAL INFORMATION**

**Languages:** English, Spanish

**Interests:** SCUBA Diving, hiking, photography

**Fax Number:** 305.476.0574

*References available upon request*