

David A. Barner

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SUMMARY

- Front end developer seeking a position to build the ideas identified by product managers to improve business and consumer success.
- Analytically trained product manager with 6 years of experience at the world's largest travel website and a top tier Fintech startup in Boston.
- Experience using statistics and UI best practices that led to over \$16+M in incremental revenue.
- Leveraged relationships with key clients and consumers to surface shared revenue via algorithmic A/B tests.

EXPERIENCE

Bay State Learning Center

Web Developer, Board Member

Dedham, MA

October 2016 - Present

- Identified the root identity of the organization via interviews with parents, and experiencing the culture.
- Designing the best designed experience to highlight identity as top tier offering of self-directed learning in Massachusetts.
- Developing the site via a combination of Javascript, HTML and CSS.

Flywire (previously peerTransfer)

Product Manager, Consumer Web

Boston, MA

November 2015-August 2016

- Owned consumer web roadmap, which included 2 changes netting \$1.7M+ incremental revenue.*
*Note: Confirmed by A/B testing.
- Designed the company's first conversion funnel reporting in Tableau, including testing-specific view.
- Led consumer insights program, including surveying, prototyping, in-office interviews – netting in knowledge for A/B testing and defined consumer values.
- Invented algorithm to define health of consumer success.
- Continually advised customer service on practices to create the best customer experience.

TripAdvisor.com

Associate Product Manager

Newton, MA

March 2013-November 2015

- Invented an analytics approach to improve the Instant Booking product by leveraging linear regression and pairwise analysis, which became the team's key focus of Q2 2015.
- Spearheaded 40+ product changes per year supporting CPC Sales account managers, including inventing Instant Booking and Meta client recommendation files integral to influencing clients to bid higher.
- Owned the algorithm powering TripAdvisor's Instant Book product –and worked with a data scientist to implement a complex ranking of partner offers that netted strong revenue wins, such as improving the product's display by 27% (2 day engineering effort ("effort")), a 15% increase in engagement with the product (1 day effort) and a 16% increase in bookings per user (1/4 day effort).
- Owned the algorithm powering the Meta product, including testing with key partners, which improved TripAdvisor revenue by \$2M annually.
- Managed and mentored two employees who enforced TripAdvisor's price integrity policy for Meta product. The initiative removed over 5,000 deceptive hotel booking offers from the site.
- Managed the front-end development of TripAdvisor's Partner Portal (similar to Google Analytics).
- Designed and implemented an automated General Ledger system for accounting for the Instant Book product, which removed the necessity to hire two additional employees.
- Led a cross-departmental initiative to audit key data sets at TripAdvisor – uncovering 10+ tracking errors that improved data quality by 30%.

Senior Business Analyst

December 2011–March 2013

- Invented cross-hotel search product that netted company +\$12M in incremental revenue per year.
- Created analysis on "bid gap" behavior of key clients, uncovering a weakness in the company's Meta bidding algorithm that was later improved.
- Led integration of conversion data from multiple clients, which allowed TripAdvisor to measure partner performance using their data to increase both parties' revenue.
- Created a new bid platform structure and link testing engine which allowed clients to bid at the property level and configure links without engineering intervention.
- Provided an analytic summary view to senior management on health of the "Meta" auction, including conversion performance of key account partners.

Business Analyst

January 2010-December 2011

- Calculated CPC campaign and revenue forecasting for TripAdvisor's largest client.
- Directed project management for 2 product leaders and collaborated with engineering for 35 sales-facing tool enhancements including implementing the sales operations Zendesk integration.
- Led analytic support for group of key account clients, including optimization data requests.
- Analyzed and managed conversion data to optimize TripAdvisor's largest client in 30 countries.
- Led analytic platform change projects, including enhancements to instances of SQL Server, SSRS, and Microsoft Cube environments.
- Provided weekly and monthly views of TripAdvisor's performance and forecast for sales management.
- Provided analytic support to Flights, SEM, Vacation Rentals, and TripAdvisor syndicate groups.

Pricewaterhouse Coopers, LLP

Boston, MA

Assurance Associate, Technology

September 2008 – January 2010

- Audited high-performing Technology companies in the Boston area including notable clients competed within the 4G mobile data arena and the CRM market.
- Researched accounting standards and consulted with clients on proper application of accounting principles as prescribed by FASB and GASB, including new codification standards.
- Coached first-year staff on acclimation to high-performance culture and values of the firm.

General Catalyst

Cambridge, MA

Accounting Intern

January 2007 – May 2007

- Analyzed client financial information and prepared tax and audit work reviewed by external auditors.

Babson Free Press

Wellesley, MA

President

September 2005-May 2008

- Built a "web 1.5" site that allowed students to interact with the weekly print newspaper in nearly real-time.
- Pivoted the *Babson Free Press* to become an financially independent organization.
- Created a marketing program utilizing a variety of social networks and events, which resulted in an increase of 150% more readers in one week.
- Managed a growing staff of 15 writers and editors.

EDUCATION

Babson College

Wellesley, MA

Master of Science in Accounting

Cumulative G.P.A.: 3.42/4.0

Bachelor of Science in Business Management *cum laude*

Concentration: Accounting

Cumulative G.P.A.: 3.43/4.0

TripAdvisor

Newton, MA

TripAdvisor Management Development Program

SKILLS

- **Development**
 - Javascript
 - HTML
 - CSS
- **Non-Development**
 - *Advanced* || Jira, Balsamiq, Zendesk, Trello, Excel (powerpivot, pivot tables, excel-based macros), SQL, Google Analytics, StatCounter
 - *Intermediate* || Javascript, HTML, CSS, Tableau, Omniture (Visual Sciences), HQL, SQL Server, Relational Databases, MS Access
 - *Basic* || Photoshop, Analysis Services Cube Development, HTML, CSS