**Eugene Tarasov**

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**Summary**

Technical Program Manager with 15+ years of experience leading retail, eCommerce, and fintech digital transformations. Proven record in delivering large-scale marketplace rollouts, payment integrations, personalization platforms, and mobile commerce solutions for Fortune 500 companies including Google, Sears, Allstate, and Realtor.com. Skilled in Agile/SAFe execution, KPI alignment, and risk mitigation, with expertise in scaling cross-functional global teams to drive growth, optimize customer engagement, and accelerate time-to-market.

**PROFESSIONAL EXPERIENCE**

**Director of Program Management**

**CINEFRAME STUDIO, LTD – San Francisco, CA**

Sep 2022 – Present

* Directed business operations and Agile workflows to deliver high-quality game trailers, cinematic product ads, and eCommerce promotional content for AAA gaming studios and publishers.
* Delivered 20+ digital campaigns and product ads integrating Unreal Engine and real-time rendering pipelines, improving asset delivery speed and client satisfaction.
* Established partnerships with studios and publishers, increasing client acquisition by 45% and enabling repeat retail advertising business.

**Senior Program Manager (L5)**

**GOOGLE, INC. – Mountain View, CA**

Jul 2020 – Sep 2022

* Directed enterprise-wide accessibility compliance across 70+ consumer digital products, ensuring WCAG 2.1 AA standards for Google Shopping, Google Ads, and retail product search.
* Streamlined collaboration between engineering, UX, and legal teams, accelerating retail/eCommerce feature releases by 30%.
* Defined compliance metrics and reporting structures that supported global product rollout in retail/eCommerce environments.

**Technical Product Management**

**ALTOPASS, INC. – Menlo Park, CA**

Feb 2019 – Jul 2020

* Drove multi-platform (iOS, Android, Web) product roadmaps in Drupal CMS to deliver secure consumer authentication for eCommerce platforms.
* Enhanced Agile velocity by 15% and boosted customer adoption by 15%, directly contributing to $4.2M ARR through secure eCommerce transactions and digital onboarding.

**Senior Technical Program Manager**

**REALTOR.COM / MOVE INC. – Santa Clara, CA**

Oct 2017 – Feb 2019

* Spearheaded an enterprise-wide Digital Transformation initiative by reorganizing and coaching Agile teams, achieving a 97% sprint completion rate.
* Delivered Concierge revenue model with third-party merchant/payment processor integration, expanding retail monetization streams.
* Designed data-driven personalization features that boosted engagement by 35% and doubled lead conversion rates (4.5% → 9.66%).
* Implemented mobile commerce platform scalability projects, improving customer session time by 27%.

**Senior Technical Program Manager**

**ESURANCE / ALLSTATE – San Francisco, CA**

Jan 2014 – Oct 2017

* Directed a $30M eCommerce Marketplace rollout across 48 states, enabling sellers to onboard and launch retail storefronts.
* Implemented enterprise-wide Agile transformation, boosting program delivery velocity by 25%.
* Led development of a scalable digital communication platform for policy and payment services, reducing response time and enhancing customer digital retail experience.

**Senior Technical Program Manager**

**SEARS HOLDINGS CORP. – Redwood City, CA**

Feb 2012 – Jan 2014

* Delivered multi-million-dollar Sears Marketplace initiatives, including seller onboarding, promotions, and retail catalog expansion.
* Drove feature development that increased customer engagement by 12% and improved platform valuation by 9%.
* Scaled SAFe Agile practices across 17 globally distributed engineering teams to accelerate marketplace delivery.

**Principal Technical Product Manager**

**VOORKA BIOMETRIC PAYMENT SYSTEMS – Mountain View, CA**

May 2010 – Jan 2012

* Built a biometric POS & analytics platform for retail merchants, reducing fraud risk by 96%.
* Forged FinTech partnerships for retail payment adoption, unlocking three new revenue streams.
* Delivered full-stack product lifecycle, integrating NoSQL, SEO, and analytics to drive a 48% increase in organic traffic and higher merchant adoption.

**Technical Project Manager**

**COMPLEX MEDIA INC. – New York, NY**

Feb 2008 – May 2010

* Delivered digital media and retail campaign integrations with ad-tech platforms, boosting revenue streams through programmatic advertising.

**NIMBLEFISH TECHNOLOGIES – San Francisco, CA**

**QA Lead** | Jul 2004 – Jan 2008

**VERIFY INC. – Sunnyvale, CA**

**QA Engineer** | Feb 2002 – Jul 2004

**CORE COMPETENCIES**

* Program Leadership: Business Operations, KPI & OKR Alignment, Portfolio Management, Risk Mitigation, SAFe Scaling, Agile Transformation
* Retail & eCommerce: Marketplace Rollouts, Personalization Engines, Merchant Integrations, Payment Gateways, Customer Engagement Optimization
* Technology & Data: AWS, GCP, Snowflake, REST APIs, JSON, CI/CD, Git, SQL, Python, Tableau, Power BI, Google Analytics
* Project Tools: JIRA (Admin), Confluence, Drupal, Asana, Trello, Smartsheets, Planisware, Figma, Airtable, MS Project
* Ad/Payment Tech: SSPs, DSPs, Programmatic Ads, A/B Testing, ACH / P2P Transfers, Retail Merchant Integrations

**EDUCATION**

**B.S., Business Administration, Zicklin School of Business 2009-2012**

**CERTIFICATIONS**

* Sigma IOTA Business Management Society – Honors Member
* United States Marine Corps Veteran (1998–2002)