Jim Markunas

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Channel Product & Program leader for regulated digital transformation and platform modernization. Bridge IT + business to drive roadmaps, delivery, and KPIs/SLAs across customer channels and Martech/PXM. Proven results: ~$120M YoY uplift at DIRECTV, Smart 20 Award at CPS Energy, and CXM workflow automation for 12k+ New York Life agents

EXPERIENCE

The Austin Consulting Group — Sr. Technical Project Manager (Consultant) | 03/2023 – Present

- **DIRECTV (Customer Channels/Martech):** drove end-to-end delivery of a cross-functional marketing/product/engineering program; translated executive goals into a roadmap and release milestones; managed sprints, dependencies, and reporting to keep execution on track and support ~$120M YoY uplift

- **CPS Energy (Customer Experience/Service Channels):** owned delivery of smart-grid and sustainability workflow enhancements; managed the prioritized backlog and release plan; defined KPIs/OKRs and reporting to drive +18% engagement and -12% support calls; recognized with the global Smart 20 Award.

- **New York Life & Fusion92 (CXM / Content Ops):** led end-to-end delivery of a compliance-driven CMS/site builder for 12k+ agents; standardized intake and release-readiness processes (stories, acceptance criteria, test cases) to reduce rework, delivering ~40% faster time-to-value and ~30% fewer defects.

- **Modere (Health & Beauty DTC / PIM-DAM):** planned and delivered a composable BigCommerce + Pimcore (PIM/DAM) + Azure program across multiple vendors; managed product data, PDP/catalog content, dependencies, and cutover readiness; reduced infra costs 35% and accelerated GTM 65%+ (MACH Impact Award nomination).

Boehringer Ingelheim (via Corra/Publicis Sapient) — Sr. Technical Project Manager | 09/2020 – 03/2023

- Led multi-vendor product portfolio delivery, budgets, and timelines for global customer channel migrations across US & EU; aligned roadmaps to business priorities and protected business continuity during phased cutovers
- Owned release planning and sprint execution for Adobe Commerce Cloud programmes; partnered with product and engineering to define and deliver channel experience improvements driving ~23%+ conversion uplift
- Led requirements elicitation for Oracle-to-SAP migration workstreams; wrote epics, stories, and acceptance criteria for finance, supply chain, and digital workflows; reduced defects ~30%
  Translated integration and regulatory constraints into delivery-ready scope; coordinated dependencies, UAT, and go-live with global stakeholders; served as escalation point to keep delivery on track

BigCommerce | Sr. Technical Project Manager | 10/2018 – 08/2020

- Ran discovery and requirements workshops for enterprise B2B and DTC merchants across North America and EMEA; translated channel needs (catalog/PDP, product data, PIM/PXM, promotions) into user stories, acceptance criteria, and delivery plans with ENG
- Managed integrations with FinTech, ERP, OMS, and logistics partners via REST APIs; coordinated dependencies, scope, and release readiness to support 50–75% higher MRR as merchants expanded
- Delivered recurring catalog, checkout, and payments improvements; coordinated testing, defect triage, and rollout to reduce time-to-value ~25% and improve reliability for high-GMV merchants

Shopify | Sr. Technical Project Manager | 06/2016 – 09/2018

- Led Shopify Plus launch delivery for Frederick's of Hollywood; translated goals into a plan with owners, milestones, and metrics; coordinated cross-functional execution; cut TCO 25% and improved time-to-value

The Boston Consulting Group (Client: LEGO) | Program Manager | 06/2015 – 06/2016

- Defined system interactions and requirements for LEGO's omni-channel stack; partnered with architects & business stakeholders on cross-product dependencies; referenced in MIT/Harvard case studies on digital transformation

ADDITIONAL WORK EXPERIENCE

- **American Apparel | Program Manager | 2013 – 2015:** expanded across 16+ countries; standardized recurring content/catalog and fulfillment processes; boosted online-to-store conversion 20% & enabled BOPIS/ship-from-store to bolster omni-channel global commerce
- **DIRECTV | Product Manager | 2012 – 2013:** led delivery of cross-platform streaming across web, mobile, and connected devices; partnered with engineering and ops on release readiness and post-incident improvements
- **Warner Bros./HBO | Product Manager | 2010 – 2012:** defined features and acceptance criteria; coordinated engineering, UX, and content ops to ship high-impact releases across consumer channels.

EDUCATION & CERTIFICATIONS

- B.A., Integrated Marketing Communications — Roosevelt University (Chicago, IL)
- PMP (Project Management Professional)
- CSM (Certified Scrum Master)

TOOLS & PLATFORMS

Adobe Commerce (Magento), BigCommerce, Shopify Plus, SAP, Oracle, Pimcore (PIM/DAM), Salsify (PIM/CXM), PIM, CXM, Azure, REST APIs, SQL, Jira/Confluence, Figma, Agile/Scrum/SAFe