

KEVIN DAVID BOLLER
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EXPERIENCE

AMAZON – *global e-commerce, cloud computing and digital entertainment company* Seattle, WA
Sr. Product Manager, Amazon Kindle, Content Acquisition Nov 2017 – Present

- Lead a high visibility, global Kindle program focused on providing and measuring optimal CX
 - Interface with content leads across ~10 marketplaces; provide daily insights and lead weekly business update reviews
 - Define and execute on scalable reporting infrastructure which drives KPIs measurement and business goal pacing
 - Manage internal dashboard rollout with development team, used by Vendor Managers to inform publisher strategies
 - Originate reporting views and automated email summary notifications, leveraging Redshift, ETL and Python
 - Partner with managed publisher business intelligence team to integrate proprietary data streams across initiatives

FLOSPORTS – *OTT sports media provider of live streaming events and video on-demand* Austin, TX
VP Product (Revenue and Analytics) Jan 2016 – Oct 2017

- Oversaw overall product revenue roadmap and company-wide analytics while serving as product owner of data warehouse
 - Managed a team of data engineers, data analysts, revenue-focused product developers and a senior product manager
 - Led data warehouse roll-out since concept stage; expanded from one to ten data sources in ~one year
- Created business rules reflecting economic model, directed dashboard development and drove key metrics tracking
 - Designed specifications and logic for aggregate fact tables which serve as the foundation for multi-source reporting
 - Spearheaded live event subscriber attribution data modeling; enabled net revenue deals with governing bodies
 - Captured 95%+ of sub attribution; used to automate event performance and inform future bidding strategy
- Overhauled department workflows to build a data informed culture focused on transparency and process optimization
 - Built multi-scenario, bottoms-up forecast model for 20+ verticals based on historical analysis and benchmarking
 - Leveraged combined model forecasts and Periscope’s views + cache, creating a quarterly pacing dashboard
 - Successful dashboard implementations saved 20-30 hours per week and increased efficiency in investment allocation
- Conducted A/B, multivariate and multi-page experiments and fed experiment results into pro-forma financial models
 - Created scenario-based model to reflect different pricing and plan offering structure test results across several verticals
 - Winning experiment variant was forecasted to increase top-line growth by 20% - 40% over the next two years

THE BLACKSTONE GROUP – *global investment and advisory firm* New York, NY
Vice President – Blackstone Advisory Partners May 2011 – Jun 2013

- Advised the Los Angeles Dodgers former owner on the \$2.3bn sale of the team, stadium, media rights, and real estate
 - Created comprehensive business plan used for mediated settlement with Major League Baseball; indicated to mediator the significant value in soon-to-be unencumbered media assets, leading to favorable negotiated sale terms
 - Prepared sum-of-the-parts valuation for team / media assets; deal value exceeded sports transaction record by ~2.5x
- Evaluated potential transactions for Blackstone Capital Partners, including potential portfolio company bolt-ons and LBOs

ROTHSCHILD, INC – *global investment bank providing M&A and restructuring advisory* New York, NY
Associate – Mergers and Acquisitions Aug 2009 – May 2011

- Advised Founders / General Counsel of Creative Artists Agency (“CAA”) on a 35% minority sale to TPG Capital
 - Created bottom-up five-year projection by business; incorporated new compensation structure to increase EBITDA

EDUCATION

THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS Chicago, IL
MBA – Finance, Accounting, Economics and Entrepreneurship concentrations Sep 2007 – Jun 2009

- Dean’s Honor List; Healthcare group co-chair (spring 2008 – spring 2009); Deutsche Bank IBD Summer Associate

SOUTHERN METHODIST UNIVERSITY Dallas, TX
BBA – Financial Consulting major (University Scholar; University Honors Program – Liberal Arts) Aug 1998 – May 2002

TECHNICAL SKILLS

- Programming/Analytics: SQL (Postgres, MySQL), Python (pandas, numpy, scikit-learn), R, Google Analytics
- Databases/Warehouses: Redshift, Amazon in-house ETL, Periscope Data (Cache/Views), Mode Analytics, Segment

ADDITIONAL

- Previous founder of sports-tech start-up and have advised early-stage companies and investors, including GE Ventures
- Managed personal investment account since 2002; developed PME-like tracking using Python and Yahoo! Finance API
- Healthcare information technology consultant (Cerner Corporation, Adventist Health) from Jun 2002 – July 2007