

Keith Mancuso

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SUMMARY

Engineering & Product leader with a passion for mentoring teams, driving technical excellence, and delivering innovative solutions in software development that align with business goals.

EXPERIENCE

Director of Digital Products | Casper

October 2021 - Present, New York, NY

- Lead architect and product owner for Casper's tech stack which handles more than \$200m in annual sales on casper.com and the 72 retail locations.
- Mentor and lead a team of four Product Managers, two Designers, 12 Engineers, and four QA engineers.
- Streamlined system architecture, reducing engineering resources by 75% and enhancing system reliability and crucial business operations.
- Deployed generative AI to enhance customer service and engineering efficiency, reducing resource allocation by over 30%.
- Directed continuous conversion rate optimization (CRO) strategies using A/B testing, resulting in a 30% boost in mattress conversion rates and a 5% increase in Average Order Value (AOV).
- Fostered trust with Ecom, Retail, Operations, and Wholesale teams to maintain product roadmaps through diligent oversight and adaptable strategies.

Director of Technical Product Management | Happy Cog

August 2019 - October 2021, New York

- Created and managed a new product department, employing agile methodologies to enhance engineering efficiency and app development capabilities.
- Developed systematic discovery methodologies and engineering forced requirements, enabling a more than 30% improvement in project execution capacity.
- Lead engineering and architecture of an eCommerce starter kit which gave teams a huge head start on best practices.
- Successfully launched more than 10 digital products including Calloquy, a virtual deposition platform, Legal Bluebook, the definitive reference on legal citations, and a mobile ordering app for &Pizza.

Senior Technical Product Manager | Postlight (now Launch by NTT Data)

July 2018 - August 2019, New York, NY

- Lead teams of designers and developers in creating digital products for high-profile clients all over New York City.
- Launched the inaugural digital platform for the Obama Foundation used by hundreds of students every year.
- Led sales efforts leading to \$750,000 revenue within six months by leveraging client relationships and identifying new market opportunities.

Co-Founder & Director of Engineering | Familiar (now Reflexions)

November 2011 - July 2018, New York, NY

- Established a design and development studio building web apps and marketing sites, driving over \$1M in annually and growing the team to 10 members.
- Led engineering and delivered 60+ customized websites and applications using Salesforce, CraftCMS, React, Tailwind CSS, and TypeScript.
- Directed end-to-end development of numerous digital solutions for premier non-profit organizations, including Governors Island, Housing Works, Creative Capital, The New School, The Posse Foundation, Change Machine, and UrbanGlass.
- Architected strategic acquisition by Reflexions and safeguarding client support continuity post-sale.

Director of Marketing & Engineering | Housing Works

June 2004 - November 2011, New York, NY

- Established and grew the first Marketing & Engineering team dedicated to mission for supporting homeless individuals with HIV/AIDS.
- Developed and ran the Thrift store's first online business, which continues to raise over \$1.5M annually.
- Expanded thrift store chain by 300%, implementing detailed market analysis and strategic planning.
- Conceptualized and executed two annual benefit events, securing \$2M+ each year.
- Designed and implemented a new fundraising platform utilizing Salesforce Nonprofit Starter Pack, significantly streamlining donation processing.

EDUCATION

New Media | Rochester Institute of Technology

Rochester, NY, 2004