Luis Landeros

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New York, New York

Experience

American Express / Acting Product Director - Global Commercial Services Acquisition Website
SEPTEMBER 2020 - MARCH 2021, NEW YORK, NY

- Supported and lead a team of 8 Product Owners & Analysts and 2 UXR Researchers during a 6 month parental leave cover, executing against product roadmap and managed team through 2 successful PIs
- Oversaw the product strategy, experimentation & UX for the Commercial Shopping Experiences roadmap, while partnering with leadership and stakeholders to set a roadmap and goals for 2021
- Partnered with Engineering to drive solutioning discussions & feature development across 3 scrum teams

American Express / Senior Product Manager - Enterprise Acquisition Website
NOVEMBER 2017 - AUGUST 2020, NEW YORK, NY

- Led a team of 2 associate product managers & a cross-functional scrum team tasked with establishing page performance standards while driving the strategy for a unified acquisition platform
- Managed platform backlog, ranging from streamlining APIs to refactoring front end components to optimize user experience and focus on code reusability, while supporting 450,000 + global daily users
- Instituted design standards in partnership with UX team, in order to maintain consistent experiences across global sites, by building an internal component library that is currently leveraged by 3 global teams
- Partnered with Analytics and Data Science teams to standardize reporting and tracking implementation

American Express / Product Manager - International Consumer Acquisition Website
NOVEMBER 2016 - OCTOBER 2017, NEW YORK, NY

- Led feature development & strategy for credit bureau integration in the UK, allowing users to check their credit eligibility prior to applying for a credit card, increasing conversion rates by 28 percent
- Initiated global focus on page performance across product teams and led optimization efforts across international markets, yielding improvements of 35 percent faster load times
- Oversaw a team of 2 associate product managers responsible for back end capabilities backlog, including site-wide personalization, dynamic content, and a content management tool

American Express / Associate Product Manager- International Consumer Acquisition Website
OCTOBER 2015 - NOVEMBER 2016, NEW YORK, NY

- Developed site personalization capability in UK and AU web experiences, driving 23% lift in billings
- Reported ongoing progress against acquisition goals & KPIs across 18 international websites
- Partnered with experience optimization team to determine site A/B testing strategy, and prioritized building out winning variants post experiment analysis & validations across 18 international markets
- Supported release planning and coordination along with User Acceptance Testing and QA efforts

Zenith Media / Digital Media Analyst
JULY 2014 - OCTOBER 2015, NEW YORK, NY

- Partnered with cross-functional teams to determine digital media strategy for client campaigns, and incorporated first and third party data to deliver ongoing campaign reporting & insights
- Enabled data feeds and ad hoc data ingestion into Qlikview dashboards for near real-time reporting
- Consulted client on Ad-Tech (DCM) migration from agency to proprietary instance

Education

The University of Texas at Austin / Bachelor of Science, Advertising
AUGUST 2010 - MAY 2014, AUSTIN, TX

- Moody College of Communication - Texas Media & Texas Interactive Tracks
- Red McCombs School of Business - Business Foundations Certificate
- Elements of Computing - Computer Science Certificate

Skills

Product: JIRA | Confluence | Prioritization |Product Roadmap | A/B Testing | User Experience
Analytics: Adobe Analytics | Google Analytics | QlikView | Ensighten | Telium
Technical: Python | SQL | HTML | CSS | Javascript | PowerPoint | Word | Excel
Language: English | Spanish