DIRECTOR OF PRODUCT MANAGEMENT, MARKETING PLATFORMS
Executive Profile

An experienced cross-discipline business leader with over 17 years of experience in digital marketing, technology/software engineering and product management. An ambitious technology and engineering leader who creates strategic alliances and partnerships with organization leaders and external senior client leaders to effectively align with and support key business initiatives.

Has extensive solution and software architecture and software engineering background with a variety of technology stacks, frameworks, cloud hosting solutions, methodologies, and best practices for enterprise application development. Has extensive experience in problem resolution with mitigation strategies. Has extensive experience in leading and managing technology teams (both on and offshore) in the development of highly complex and enterprise-class web & mobile application software development & engineering.

Skill Highlights

- Digital Marketing Strategy
- Product Management
- Technology and Solution Architecture
- Enterprise Software Architecture and Engineering
- Mobile Application Architectures
- Data Analytics Strategy
- Content Management Strategy and Architecture
- Portfolio, Program and Project Management
- People and Career ManagementÂ
- Client Account Management

Skill Summary
Technology Leadership

- Has 5 years experience of leading an organization's technology group's P&L
- 7 years of experience in growing technology teams, growing the group's skillsets and is responsible for career advancement
- Has managed technology groups as large as 30, including product managers and product owners, engineering managers, principal, lead and senior software engineers, test engineers and DevOps engineers
- Remains abreast with the latest technology stacks, frameworks and trends

Product Management

- 7+ years of digital product management experience, including agile and mobileÂ
- Extensive experience defining digital product vision, strategy and roadmap for complex portfolios, programs and projects taking into account dependencies and workstream integration across a variety of business verticals including sports & entertainment, IoT, retail, telecom
- 7+ years experience of developing product roadmaps across different business verticals inclusive of digital and physical eCommerce models, data-driven personalization, B2C and B2B customer subscription models
- 7+ years experience of understanding multiple audience segments (both B2B and B2C) and can develop customer journey integrations between the varying audiences to effectively map out an effective product roadmap
- Has extensive experience working with multiple stakeholder groups including marketing, legal, marketing partnerships, corporate development and data platform teams synthesizing multiple business needs and translating them into both long and short term product roadmaps.
- 7+ years experience partnering with C-suite leadership and P&L leaders to understand and balance business strategies and priorities in organizations that are matrixed or not.
- Extensive experience working across multiple digital products and is able to manage and integrate multiple product roadmaps together to ensure that KPIs are met and are achievable
- Has developed both long term roadmaps spanning 3 - 5 years and short term roadmaps that can be 6 - 12 months
- 10+ yearsof experience leading delivery plans, timelines, release cadences and go to market activities and messaging
- 10+ years experience partnering closely with UX and design teams to lead the product development of digital experiences and products (responsive web experiences, native mobile apps, chatbots, retail store experiences)

Technology Architecture and Software Engineering

- 10+ years of experience of leading and owning the technology architecture, strategy & vision across all a variety of digital products across multiple technology stacks (Node/React/Mongo, Headless CMS architecturesÂ (AEM, Sitecore, Wordpress and Contentful), Serverless technology stacks (API Gateway, Lambda & Step Functions, DynamoDB), J2EE/Play/Spring/Gradle/Maven, .NET/ASP.NET MVC 4, LAMP, MEAN stacks, Objective-C/Swift/Android SDK)
- 10+ years experience of demonstrating a solid understanding of platform and product roadmaps to inform a sound and scalable technical architecture to meet deliverables
- 10+ years experience for evaluating technology platform vendors for services integration based on the business need (Adobe Marketing Cloud/AEM, Sitecore, Salesforce CRM, IBM Watson AI/IoT Bluemix, wit.ai, Oracle Commerce, Oracle Eloqua, Shopify, Magento)
- Has extensive experience with cloud hosting solutions (Amazon AWS, Rackspace Cloud, Azure Cloud)
- 8+ years experience leading DevOps teams ensuring that both devops and engineering teams are well versed in virtualized containers (Docker) and that continuous delivery mechanisms are integrated with source control (Git & Gitflow, AWS Code Pipeline, Jenkins 2.0, Go CD)

Portfolio, Program & Project Management

- Extensive experience with portfolio, program and project budgetsÂ that are $400k or higher ensuring that teams are setup for success balancing SOW deliverables with budgets and protecting an organization's profit margins
- 10+ years experience accurately scoping and estimating portfolio, program and project costs, resources and duration
- Extensive experience managing cost expectations as program and project deliverables change in an agile work environment
- Extensive experience working with recruiting teams to anticipate program and project needs and fills them accordingly

Professional Experience
Director of Product Management, Marketing Platforms
December 2020 to Current Siemens Digital Industries Software ï¼ City , STATE
Senior Director of Product Management and Engineering (Freelance)
September 2020 to December 2020 Valtech ï¼ City , STATE

- Led digital product roadmaps for a brand new digital experience hub and OTT media platform for Dolby
- Led a team of product managers, product owners and business analysts helping them define robust product backlogs for the experience hub web, iOS and tvOS productsÂ
- Led a team of product managers, product owners and business analysts develop a robust product backlog for the Dolby OTT media platform
- Defined and owned the architecture for the Dolby OTT media platform including integrations with EZDRM, Hybrik, DCC and a headless Episerver implementation
- Led a team of 5 full stack engineers to build and deliver the OTT media platform on AWS cloud infrastructure leveraging Lambda services for media processing and post processing jobs
- Led a team of 10 full stack engineers to build and deliver the experience hub product implementation leveraging a headless Episerver and React, React Native and Swift for the web and native app products
- Led LEAN agile practices across Dolby IT teams and Valtech engineering teams leveraging scrum
- Led cross functional teams including Dolby UX/design teams, scrum masters, product owners

Senior Director, Head of Engineering and Product Management
August 2017 to August 2020 The Madison Square Garden Company ï¼ City , STATE

- Managed and led a team of 5 software product owners and a team of 26 on the software engineering team comprised of Engineering Managers, Principal Engineers, Lead Engineers and Senior level Engineers

Product Management

- Partnered closely with multiple stakeholder leadership teams, CMO, CIO, SVP and VP P&L leaders across entertainment marketing, sports marketing, marketing partnerships, analytics, legal and corporate development leadership identifying organizational goals, KPIs and synthesizing those with digital product best practices to build and develop both short term and long term digital roadmaps
- Provided strategic and tactical leadership to product managers and product owners to help drive the product backlog and strategically plan and orchestrate roadmaps across multiple products and stakeholder teams
- Owned and developed the roadmap tactics to support an overall strategy of an increase in user engagement attributing to Ticketmaster sales and a rise in premium suites sales by focusing on both quantitative and qualitative data to inform a better customer experience and content architecture on msg.com
- Owned and led the roadmap definition and delivery of msg.com seatmaps which attributed to a 20% increase in customer engagement on our venue pagesÂ Â
- Owned and led the roadmap for brand new premium hospitality suite pages designs and pages focused on more streamlined design and content architecture that led to a 15% increase in customer engagementÂ
- Owned and led the roadmap for an integrated customer lead forms solution which allowed marketing teams to tactically deploy new customer lead forms which integrated directly with our AWS redshift customer masterÂ
- The integrated form solution led to an instant speed to market for marketing teams to deploy new customer lead gen forms on msg.com and rockettes.com
- Data warehouse teams also acquired customer lead data in real time as opposed to a 24 - 48 hour delay in data ingestion
- Led and delivered AMP web page experiences on several pages on msg.com which led to an increase of organic discovery of msg.com event pages and venue pages.
- Led and drove an integrated data analytics strategy across all of MSG's brands, optimizing data-driven insights and quantitative collection of consumer insights leveraging platforms such as Salesforce DMP, Adobe Marketing Cloud and Adobe Analytics
- Proactively sought out opportunities to integrate marketing platforms providing the overarching strategy, roadmaps and implementation plans

Software Engineering & Architecture

- Led and owned the technology vision and architecture across MSG's lines of business
- Owned the technology architecture and engineering of our home-grown event engine API, content engine headless Wordpress PHP architecture, responsive web experiences and mobile apps
- Migrated legacy CMS platforms onto Headless CMS architectures comprised of Node and React
- Migrated legacy infrastructure over to modern AWS driven devops practices leveraging terraform, dockerized container deployments, and blue/green production infrastructure leading to 0 downtime for consumer facing production deployments, elimination of late night or

weekend deployments reducing staff overhead and costs, an increase in application deployment efficiency leveraging consistent CI/CD pipelines and a decrease in manual deployment steps and a reduction in deployment errors

- Led the effort of transitioning away from dedicated EC2 instances over to AWS serverless infrastructure include application code migration from a React/Node/Express/Mongo architecture over to Lambda & Step functions/API Gateway/S3/DynamoDB
- Led the effort of re-factoring and advancing the API systems from a traditional Mongo, React, Node application into a microservices architecture built and delivered on AWS serverless infrastructure leading to a reduction in monthly AWS costs.
- Led the hosting migration of all Wordpress applications from WPEngine to AWS which led to a reduction in monthly hosting costs and an improved RI utilization from 75% to 95%.
- Provided technical leadership to engineering teams both at the high-level architecture/vision and day-to-day engineering

SVP, Head of Technology and Product Management
November 2016 to August 2017 Deutsch ï¼ City , STATE

- Head of Technology and Product Management for Deutsch New York, Â providing both strategic and tactical leadership for all client engagements.
- Led the product vision for Siemens Mindsphere IoT defining a 1 year immediate roadmap and a 3 - 5 year product roadmap to define and determine the integration of Siemens Mindsphere audiences and customer journeys
- Partnered with multiple Siemens stakeholder P&L leaders and groupsÂ within digital marketing, sales, product management, UX/design and IT to define and shape the customer journey, business objectives, KPIs and priorities
- Proposed two integrated digital products to align with the overall business strategy of increasing awareness of the product and building a developer community to increase sales and usage of the Mindsphere product
- Led Siemens product managers, leveraging a data driven approach, grounded in existing quantitative and qualitative data to help drive product roadmap strategy and themes
- Led competitive market analysis and research identifying trends, gaps and opportunities
- Provided Siemens product managers with platforms for gaining qualitative data by implementing a combination of user research, user testing and surveys
- Led Deutsch UX and engineering groups to produce rapid prototypes to start measuring user research and engagement leveraging prototyping tools including Invision and custom web builds
- Developed several A/B test strategies and tactics to determine marketing effectiveness of hypotheses and leveraged test results to inform better decision making
- Led a team of 5 Deutsch product owners mapping product roadmap outputs into a robust product backlog for the Deutsch engineering group
- Led and defined the technical architecture and platform in considering with Siemens'existing IT systems and infrastructureÂ
- Defined the agile work plan for in three parallel streams of work and two dedicated Deutsch scrum teams to build the Siemens Mindsphere digital products
- Co-led the digital strategy, product vision and roadmap across J&J Vision for an integrated customer journey for both B2C and B2B audiences in multiple markets (US, EMEA, APAC, LATAM)Â
- Led the CRM strategy for J&J Vision identifying omni-channel customer engagement for both consumers and professionals
- Led a technology team of 15, 1 engineering director, 1 engineering manager, 5 senior engineers, 3 test engineers and 5 product owners for smaller web application deliverables for Anheuser Busch, Shocktop, Sherwin Williams

Group Director, Engineering and Product Management
May 2015 to November 2016 AKQA ï¼ City , STATE

- Owned the technology architecture, product vision and strategy for all client engagements including Verizon, Lokai, Nike and Starbucks.

Product Management

- Proposed a comprehensive product strategy for Verizon to raise revenue by 20% over 5 years by reducing operating costs and improving the customer experience for omnichannel marketing
- Partnered with data analytics teams to understand the current customer journey, measuring customer engagement of existing digital products, identifying gaps and opportunities
- Performed a 6 month audit of Verizon's existing IT platforms, apps and engineering infrastructure identifying gaps and opportunities
- Developed a 3 - 5 year vision and technical product roadmap to migrate all Verizon's IT systems onto a single integrated platform encompassing Oracle Commerce platform, Adobe Marketing Cloud and AEM scalable for both web and mobile leveraging a unified REST web services architecture, Dispatcher and CDN to support an integrated customer journey across web, mobile apps, and retail store kiosks
- Led the product roadmap definition for the Verizon Mobile App as the first deliverable of the 5 year vision working with multiple Verizon stakeholder groups, inclusive of Marketing, Digital Customer Experience, Customer Service, Legal and analytics groups
- Partnered with AKQA UX and Technology teams to produce rapid prototypes to be deployed to test audiences in user testing of new design concepts
- Led AKQA Engineering teams to build and produce mobile app prototypes for the Verizon app
- Led AKQA Engineering team to build and produce an early proof of concept of an AI driven customer support chatbot leveraging IBM Watson Bluemix APIs
- Led Verizon product managers in defining A/B test groups and test cases and execution of testing to measure early UX, design concepts, content strategy effectiveness and engagement
- Partnered with Verizon IT teams to measure technical feasibility and delivery

- Led a team of 5 AKQA product owners, translating product roadmap themes down into a robust product backlog for the Verizon IT team
- Took a hands on approach training product owners to map themes to user epics and stories that were appropriate for the Verizon IT team

Software Engineering and Architecture

- Led the delivery of various digital products across Verizon's existing responsive websites, Starbucks and Nike built on a variety of technology stacks including Java, AEM and Mongo/Express/Angular/Node stacks.
- Led AKQA product owners to produce product backlog user epics and stories for AKQA engineers to build and deliver on web platform changes and new feature sets for Verizon Wireless, Verizon FIOS, Nike and Starbucks web platforms
- Developed a 1 year roadmap and plan Lokai's eCommerce platform migration; moving the platform from Magento to Shopify.
- Included data migration considerations, customer data security mitigations, and a scalable technical architecture to integrate with a headless CMS.
- Led a team of 10 in the engineering group, including 1 engineering director, 1 engineering manager, 2 principal software engineers and 3 senior software engineers and 3 devops engineers
- Led engineers and devops teams to migrate existing code deployments to more modernized techniques leveraging Vagrant, chef and puppet
- Responsible for the engineering group's career growth and management

Engineering Director and Product Owner
July 2014 to May 2015 Ruder Finn ï¼ City , STATE

- Owned the solution delivery and software architecture on client engagements
- Defined and drove clients' technology strategy
- Product owner for the solution delivery of digital products for clients including Metlife, Amgen, Shire and Samsung
- Owned and managed product backlogs for all digital product builds, translating client business needs into actionable user epics, user stories
- Scrum master for all digital product deliverables leading multiple scrum teams
- Oversaw an engineering team of 7, including both back-end and front-end engineers
- Mentored and led engineering groups in agile software engineering processes, scrum
- Led day-to-day execution and software engineering of brand new responsive website deliverables leveraging multiple platforms and technology stacks
- Took a hands-on approach leading engineers through best practices, test driven development and code reviews
- Migrated the engineering team off of SVN to Git and trained the engineering team on workflow changes and impacts
- Leveraged multiple CMS platforms including Sitecore, AEM, Wordpress and Sharepoint
- Leveraged multiple technology stacks to deliver responsive, mobile first websites including LAMP (Wordpress and Laravel), .NET, Java, Handlebars, Bootstrap, jQuery and SASS/LESS/SCSS

VP, Technical Architect
June 2006 to July 2014 Digitas North America ï¼ City , STATE

- Started as a *Senior Software Engineer* , promoted to *Principal Software Engineer* , promoted to *VP Technical Architect* .
- Led all technical solutions and systems architecture on client engagements and was the key point person to drive clients' technical strategies.
- Owned the architecture, development and implementation of all technical scopes of work across multiple client initiatives.
- Responsible and owned the successful delivery of products and projects on-time and within the scopes of work.
- Provided leadership within multiple team environments and across internal teams.
- Managed and led a team of 10 engineers
- Led daily standups as a certified scrum masterDelivered several websites across multiple technology stacks including Java, .NET, LAMP, MySQL, CouchDB, REST and SOAP based web services across several projects

Senior Software Engineer, Project Manager
April 2005 to June 2006 Chemonics International ï¼ City , STATE

- Architected and designed SOAP based web services architecture and contact that could scale for both Java and .NET clients.
- Developed and maintained CMS web applications and websites on the Documentum CMS platform, Java and .NET technology stack. Â
- Managed several projects from a technical perspective, including developing realistic timelines, project scope, and resource allocation.
- Trained, mentored, and delegated project tasks to other software engineers within team to effectively manage departmental software projects.
- Led code reviews and provided feedback for a more sound architecture over web applications.

Software Engineer, Project Manager
July 2003 to April 2005 WHITTMANHART Interactive ï¼ City , STATE

- Demonstrated technical proficiencies leveraging the Microsoft .NET Framework including ASP.NET C# and ADO.NET, SQL Server, and IIS 5.x/6.x technologies for developing websites and applications.
- Included integration of Medigent software components and performing QA and testing of websites and applications.
- Developed several components and features for Medigent software including password authentication modules, import/export features, email reminder features, and viewable transcripts.
- Responsible for project management including managing project scope, client expectations, requirements documentation, and project scopes of work documentation.

Education

Bachelors of Science : Computer Science , 2003 The George Washington University ï¼ City , State , United States

Skills

- Enterprise Software Architecture and Software Engineering
- Product Management
- Agile Software Development (SAFE, Scrum, Kanban)
- Portfolio, Program and Project Management
- Information Architecture & User Experience
- Omnichannel/Multichannel Customer Engagement and Experiences
- Responsive Web Design and Cross Browser Compatible Web Experiences
- Native iOS and Android Engineering and Delivery
- Analytics (Adobe Analytics, DTM, Adobe Launch, Google Analytics/GTM, Firebase)
- SEO Optimization
- Marketing Cloud Platform Architecture (Adobe Marketing Cloud, Oracle Eloqua, Episerver Marketing Cloud, Salesforce Marketing Cloud)
- eCommerce Platform Architecture (Oracle Commerce, Magento, Shopify, Hybris)
- Content Management (Adobe AEM, Sitecore, Interwoven Teamsite, Documentum, Wordpress, EpiServer)
- CRM (Salesforce)
- Database Design, Architecture and Development (Traditional SQL Databases and No-SQL Databases (Oracle, MS SQL Server, MySQL, CouchDB, MongoDB, DynamoDB, Redis Caching, Firebase)
- Object Oriented Programming (Java, C#.NET) and Principles (Design Patterns)
- Continuous Integration and Code Deployment Management (Jenkins 2,0, Go CD, Gradle, Maven, Ant, Grunt, Gulp, MSBuild, NAnt)
- Web Development Technology and Frameworks (HTML 5, CSS 3, LESS, SASS, SCSS, Twitter Bootstrap, Foundation JS, AngularJS, KnockoutJS, NodeJS/ExpressJS, Grunt, Bower)
- Enterprise Frameworks (J2EE, Spring, Play, Spring.NET, Hibernate, iBatis, NHibernate, LINQ, Spring MVC, Struts, Tiles, ASP.NET MVC 4)
- AI and IOT Platforms (IBM Watson Bluemix Services and API)
- Facebook Messenger SDK (MEAN based chatbot applications)
- SOA and REST based services architecture and integrations
- Virtualized Containers (Vagrant, Docker, Puppet and Chef)
- Cloud Hosting Platforms (Amazon AWS, Rackspace Cloud, Azure)
- Linux Server Configurations and Setup (Apache, Tomcat, Resin, custom shell scripts for automated deployment scripts, cron)
- Windows Server Configurations and Setup (IIS)
- NodeJS/ExpressJS lower and production environment setups & configuration
- Source code repository management (git, svn)
- Various experiences with other technology stacks and programming languages (LAMP stacks, perl, C, C++)