

## ASSOCIATE PRODUCT MANAGER

### Profile

Analytically trained product manager targeting a thought leadership position in an energized, entrepreneurial team building a world class website or app.

### Professional Experience

03/2013 to 09/2015

Associate Product Manager Ceridian Corporation - Minnesota River , MN

- Own the algorithm powering TripAdvisor's Instant Book product - including complex ranking of partner offers through different "speed wins" ideas that net the company strong revenue wins, like improving display of the product by 27% with 2 days effort, 15% increase in clicks with 1 day effort and a 16% increase in bookings by users with only ¼ day effort (all engineering effort).
- Own the algorithm powering the Meta product, including liaising with key partners like Expedia, Priceline, and Booking.com to run specific tests to optimize performance, including improving revenue by estimated \$2M through surfacing a key partner benefit in the UI, and promoting partners in cases where individual conversion rate was hypothesized to be highest.
- Managed and mentored two employees who policed TripAdvisor's price integrity policy for Meta offers- ensuring users booked the correct room prices from our clients.
- The initiative removed over 5,000 offers from the site, all of which would have deceived users if shown.
- Invented an analytics approach to improve Instant Booking product by leveraging linear regression and pairwise analysis to determine which metric improved bookings/unique user the most.
- Findings pair hand-in-hand with personal hypotheses to still guide the product today.
- Top change powered the 27% win mentioned in bullet one above.
- Managed the development of TripAdvisor's Partner Portal, a portal allowing clients to continuously monitor performance of campaigns on TripAdvisor (similar to Google Analytics).
- Designed and implemented a General Ledger system for accounting for the Instant Book product.
- The system saved Accounting from hiring two additional employees and designed key Instant Booking reporting that reconciled TripAdvisor with client booking activity.
- Spearheaded 40+ product changes per year supporting CPC Sales account managers, including inventing Instant Booking and Meta recommendation files integral to influencing clients to bid higher believed to have helped improve auction health.
- Led the cross-department audit initiative for key data sets at TripAdvisor, including impression and pricing data - uncovering 10+ tracking errors that improved data quality by 30%.
- Graduated from TripAdvisor's Management Development Program.
- Design a set of well-attended events for TripAdvisor's Event Entourage (social committee).

12/2011 to 03/2013

Senior Business Analyst Tigerspike - New York , NY

- Invented cross-hotel search product that netted company +\$12M in incremental revenue per year.
- Invented algorithm to calculate lowest price a partner should pay in our Meta auction.
- Algorithm adopted by core Meta product, and respected by clients.
- Led analysis on bid gap behavior of key clients, uncovering a weakness in the company's Meta bidding algorithm later improved.
- Led integration of conversion data from multiple clients for the first time.
- First views allowed TripAdvisor to measure partner performance, and additional key success metric to clicks/revenue.
- Leveraged experience as a Business Analyst to improve efficiency of our sales operations group by using my passion for product to create a new bid platform structure, link testing engine and processes.
- Allowed clients to bid at the property level for the first time, configure links without engineering intervention, and improving operations efficiency by countless hours.
- Managed the Zendesk integration for our sales operations group, including complex structure to not email clients, but notify internal stakeholders.
- Provided views to senior management on health of Meta auction, including coverage and depth of offers, as well as conversion performance of key account partners.

01/2010 to 12/2011

Business Analyst U-Haul - Frederick , MD

- Calculated CPC campaign and revenue forecasting for TripAdvisor's largest client.
- Directed project management for 2 product leaders and collaborated with engineering for 40 sales-facing tool enhancements.
- Led analytic support for group of key account clients, including optimization data requests.
- Led analysis and management of conversion data to optimize TripAdvisor's largest client in 30 IPs.
- Led analytic platform change projects, including enhancements to Hive, SQL Server, SSRS, and Microsoft Cube environments.
- Built reports using SQL, HQL, SSRS, and basic command-line code.
- Provide weekly, monthly views of TripAdvisor's top client performance and forecast for management.
- Automate data delivery of several regularly requested reports from account management.
- Provide analytic support to flights, SEM, Vacation Rentals, and TripAdvisor syndicate groups.
- Consult for several charitable initiatives as apart of TripAdvisor's Charity Foundation.

03/2015 to 09/2015

Founder, CEO Honkamp Krueger & Co., P.C. - Dubuque , IA

- Recognized need in Boston for new artists to break into the art scene, and founded (to be incorporated) B-corp to leverage entrepreneurial skills to start business for artists.
- Perform ad-hoc guidance for artists.
- Developed and launched 3 art scavenger hunt events for community, including networking with local musicians.
- Negotiated contract with local art gallery for significantly low rate for event.

09/2008 to 01/2010

Assurance Associate First Citizens Bank - Monroe , NC

- Performed audit and other related work for high-performing Technology companies in the Boston area.
- Two notable clients competed within the 4G mobile data arena and the CRM market, respectively.
- Developed relationships with management and staff at clients to further PwC established relationships.
- Researched accounting standards and consult with clients on proper application of accounting principles as prescribed by FASB and GASB, including new codification standards.
- Coached first year staff on acclimation to high-performance culture and values of the firm.
- Led ongoing community services initiatives for the Technology group.

09/2006 to 05/2008

Financial Services Specialist Osf Healthcare - Peru , IL

- Assisted students with understanding of financial loans, scholarship, and grant options.
- Performed tuition and aid benchmarking analyses of competing institutions.
- Awarded the Babson College Student Worker of the Year award in 2008.

01/2006 to 05/2008

President Avid Technology Professionals - Pensacola , FL

\*Built a fully functional, "web1.5" site that allowed students to interact with the Babson Free Press in nearly real-time.

\*Created a viral marketing program utilizing a variety of social networks and events, which resulted in an increase of 150% more readers in one week.

\*Managed a growing staff of writers, editors, and business analysts to produce a weekly print newspaper.

01/2007 to 05/2007

Accounting Intern General Catalyst - City , STATE

- Analyzed client financial information and prepared tax and audit work reviewed by external auditors.

Education

2008

Master of Science : Accounting Babson College - City , State GPA: GPA: 3.42/4.0

Accounting GPA: 3.42/4.0

2008

Bachelor of Science : Business Management Accounting Babson College GPA: cum laude GPA: 3.43/4.0

Business Management cum laude Accounting GPA: 3.43/4.0

Skills

Product (2.9 years) and people management (1.5 years)

\*Jira suite, Balsamiq, basic photoshop, Trello, Advanced SQL, HQL, SQL Server, SSRS Development, Basic Analysis Services Cube Development, MS Access Development, PowerPivot, Relational Databases, Basic HTML, Basic CSS.

\*Analytic software including Omniture (Visual Sciences), Google Analytics and StatCounter.

\*Microsoft/Mac Operating Systems, including programming excel-based macros and pivot tables.

Account management, Accounting, Photoshop, Automate, Basic, benchmarking, Book, Business Analysis, CRM, forecasting, General Ledger, Google Analytics, hiring, Basic HTML, Mac, macros, people management, management development, market, MS Access Development, excel, networking, operating Systems, optimization, pivot tables, pricing, project management, quality, Relational Databases, SQL, SQL Server