

## PRODUCT MANAGER

### Experience

Walt Disney Co. Woodbridge , VA Product Manager

- Web Solutions 3/12-4/14 Supported the development, training, and communication of new products and product enhancements and the associated customer, operational, system, and process impacts to internal organizations.
- Managed mobile and responsive website projects through implementation which led to increase of XXX in sales and revenue YOY.
- Ensured continuous monitoring of sales performance and root causes, and develop timely responses such as additional Sales training, value proposition change, marketing initiatives, pricing changes, or promotional offers Built and executed strategies for revenue optimization such as developing customer lifecycle marketing programs, evaluating portfolio migration and manage a global cross-functional team to execute Focused on re-engineering of operational processes and systems to ensure proper servicing, billing, payment and revenue recognition, as well as to reduce cost.
- Integral in development of quote to cash system to streamline Coordinated with various global organizations including Sales, Marketing, Finance, Operations, IT Partnered with Sales to customize deals and pricing and assist with customer inquiries and issues.

April 2014

to

Current

Walt Disney Co. Austin , TX Product Manager

- Analyze areas of opportunity for revenue growth and cost reduction within product portfolio, devise feasible strategy with existing systems and resources, and work with internal Technology and Finance organizations initiatives such as product price increases, streamlining and automation of global processes, enabling additional functionality in proprietary systems, and ensuring proper data consumption for reporting and customer invoicing.
- Identify \*\*\* proper invoicing of customers and lead projects to adjust invoicing and revenue recognition if necessary.
- Manage business process strategy for Digital Media including renewals, sales credit, cancellations to \*\* \*\*\*.
- Assess and re-engineer operational processes from contracting through implementation in order to improve efficiency and reduce operational expenses.
- This is being done as a prerequisite for workflow management tool project to allow Digital Media to grow by 20% YOY while keeping OPEX stable.

March 2011

to

March 2012

Techflow, Inc Business Manager

- Instrumental in formation of global client development process led by Chief Client Officer to engage global offices and win new business Organized and managed global collaboration tools, status documents, pitch preparation, and global rallies to connect network executives and market leads Coordinated Coca-Cola global business development activities for over 15 markets Led special projects for CCO in conjunction with New Business, Creative and Strategy teams in winning external resource for Coca-Cola North America and managed inter-agency projects for My Coke Rewards loyalty program.

February 2010

to

August 2011

Foundation Capital Fort Gordon , State Account Executive

- Proactively managed global CRM and region-specific integrated campaigns from concept to completion for product launches, programs and events with experience in print, catalog, DM, e-mail, online banners, collateral, OOH.
- Supervised and provided creative insight and strategy for global Dell Events program to promote event awareness and attendance.
- Collaborated with internal creative, planning/strategy, project management, production and workflow teams and assist in coordinating campaign integration cross- agency.

### Education

Brandeis University City , State

University of Hong Kong Hong Kong Bachelor of Arts : International and Global Studies Business, Economics GPA: Magna Cum Laude GPA: 3.83/4.0 The Brandeis Achievement Award and Scholarship, Omicron Delta Epsilon International Economics Honor Society, Hong Kong 2009 YDC-E Entrepreneurship and Business Plan Challenge Semi- Finalist, Selected Participant for the Princeton University Business Today International Conference, Brandeis/Al-Quds University Intercultural Dialogue Summer Institute in Istanbul, Turkey Magna Cum Laude GPA: 3.83/4.0 International and Global Studies Business, Economics The Brandeis Achievement Award and Scholarship, Omicron Delta Epsilon International Economics Honor Society, Hong Kong 2009 YDC-E Entrepreneurship and Business Plan Challenge Semi- Finalist, Selected Participant for the Princeton University Business Today International Conference, Brandeis/Al-Quds University Intercultural Dialogue Summer Institute in Istanbul, Turkey

### Interests

Traveling, Fashion, Nutrition and Fitness, Learning Languages (Spanish/Hebrew/Chinese), Scuba Diving

### Additional Information

- INTERESTS & SKILLS Traveling, Fashion, Nutrition and Fitness, Learning Languages (Spanish/Hebrew/Chinese), Scuba Diving

#### Skills

streamline, agency, banners, billing, business development, business process, catalog, concept, cost reduction, credit, CRM, Client, Dell, e-mail, engineer, Finance, functional, invoicing, marketing, market, win, migration, network, optimization, pricing, processes, project management, re-engineering, reporting, revenue recognition, Sales, Sales training, Strategy, website, workflow