MARK LICATA

Cell: 206-295-4133 | Email: mark.licata@gmail.com

OVERVIEW

- 10 years' experience in ecommerce web platforms at a Fortune 500 company
- Disciplined, data driven product/program leader experienced in leveraging data and analytics to inform strategies and evaluate success using test and learn best practices
- Have managed large, end to end programs involving multiple engineering teams and software launches
- Experience interfacing with business and technical teams, writing both business and functional requirements as well as user stories and customer scenarios
- Experience with web and back-end applications that support ecommerce (product offerings, pricing, ordering, fulfillment, notifications, etc.)
- Contributed to the monetization of Expedia systems into a Platform as a Service (PaaS)

ACCOMPLISHMENTS

- Grew low-cost channel traffic **more than 10%** reducing the dependency on high-cost channels and saving millions in marketing spend
- Contributed in the continued evolution of the Travel Insurance platform resulting in a revenue increase of **more than 500%** over 5 years
- Developed a team of **more than 30 engineers** to build and support the Travel Insurance product
- Key contributor in the design and evolution of Expedia's SOA platform including transactional and reporting systems

LEADERSHIP

- **Defined the Search Marketing strategy** for growth and built product roadmap to support that growth
- As a Sr. Product Manager, mentored several product managers on establishing a vision and defining a product roadmap
- As an Engineering Manager and PM Manager, lead teams of **Sr. level ICs and discipline managers**
- Successfully coached team members towards career goals with several leading to promotions
- **Lead a multi-disciplinary** team located across several time zones to successfully deliver on product roadmaps
- Implemented several process improvements reducing overhead and time to market

QUALIFICATIONS

- Expert at managing multiple unique products and programs in parallel
- Experience using market research, competitive analysis, and consumer trends to inform product roadmap
- Strong knowledge of UX design and creating/evolving best in class experiences
- Capable of designing for customer experiences across multiple form factors and device types
- Able to define core KPIs and evaluate features against them
- Experience with Data Mining & Statistical Analysis

- Strong ability to breaking down complex problems into simple, innovative solutions with clear functional requirements
- Extensive experience as a technology General Contractor (GC) creating/managing end to end project schedules involving multiple internal and external engineering teams
- Able to navigate complex organizations and collaborate with cross functional teams to ensure success
- Familiar with analytical tools like Google Analytics, Tableau, Omniture Discover, Hadoop, and Tealeaf
- Extensive experience with service orientated architectures including front, middle, and back-end services as well as relational DBs like SQL and non-relational DBs like MongoDB
- Intermediate knowledge SaaS and cloud computing
- Comfortable with multiple development methodologies including Agile/Scrum, Kanban, and Waterfall
- Excellent written & verbal communication skills

WORK EXPERIENCE
Expedia, Inc.   June 2008 – Present
Sr. Product Manager   Apr 2015 – Present

Product: Search Marketing
Responsibilities: Created a data driven product strategy and partnered with stakeholders on a roadmap to support more than 100 million landing pages serving 60% of Expedia, Inc. daily Visitors

Engineering Manager   Mar 2014 – Apr 2015

Product: Travel Insurance
Responsibilities: Grew a team of 5 engineers to 30 and supported the Travel Insurance product strategy contributing directly to bottom line revenue while maintaining high system availability standards.

Manager, Technical Product Management   Jan 2013 – Mar 2014

Products: Travel Insurance, Rental Cars, Cruises, US Region Retail
Responsibilities: Managed a team of Technical Product Managers responsible for participating in product strategy and the successful execution of multiple product roadmaps.

Sr. Technical Product Manager   Mar 2012 – Jan 2013

Products: Travel Insurance, Rewards, US Region Retail
Responsibilities: Contributed to the product vision for multiple products and then successfully drove those roadmaps through engineering delivering on time and on budget. Also contributed to the design and evolution of multiple SOA technology platforms.

Program Manager   Jun 2008 – Mar 2012

Products: Travel Insurance, Conversion, Rewards US Region Retail

---

EDUCATION
University of Washington, College of Engineering
B.S. in Human Centered Design & Engineering   June 2008

https://www.linkedin.com/in/mlicata