

# MARK LICATA

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## 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
- Can effectively collaborate with UX, strategy, product, marketing, and technical teams, writing both business and functional requirements as well as user stories and customer scenarios
- Experience with multiple form factors and back-end applications that support ecommerce
- Contributed to the monetization of Expedia systems into a Platform as a Service (PaaS) powering multiple, global travel brands

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## ACCOMPLISHMENTS

- Outlined the product strategy to redesign and migrate major Lodging Technology components to the Cloud while serving more than **2M visitors every day**.
- 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 **increasing revenue more than 500% in 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

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## LEADERSHIP

- Defined Dev Ops best practices and evangelized a culture of continuous delivery guiding a team of more than 100 engineers **from weekly releases to multiple per day**
- Defined and evangelized several search marketing and customer acquisition product strategies **contributing millions** in bottom line revenue
- **Managed a multi-disciplinary** team of Sr. level ICs and discipline managers located across several time zones to successfully deliver on product roadmaps
- Implemented several process improvements reducing overhead and time to market

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## QUALIFICATIONS

- 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
- Able to effectively break down complex problems into simple, innovative solutions with clear functional requirements
- Extensive experience as a technology general contractor (GC) creating/managing end to end program 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 SOA micro-service architectures including front, middle, and back-end services as well as relational DBs like SQL and non-relational DBs like MongoDB
- Strong experience with Cloud Services and Dev Ops
- Comfortable with multiple development methodologies including Agile/Scrum, Kanban, and Waterfall
- Excellent written & verbal communication skills

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## WORK EXPERIENCE

### Expedia, Inc.

**June 2008 – Present**

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**Sr. Technical Program/Product Manager****Nov 2016 – Present**

Product: Lodging Ecommerce, Cloud Services

Responsibilities: Leading a cross functional team of engineers through the successful redesign and migration of major technology components to the cloud using cutting edge Dev Ops solutions.

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**Sr. Product Manager****Apr 2015 – Nov 2016**

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.

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**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.

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**Sr. Manager, Technical Program Management****Jan 2013 – Mar 2014**

Products: Travel Insurance, Rental Cars, Cruise, Merchandizing

Responsibilities: Managed a team of Technical Program Managers responsible for participating in product strategy and the successful execution of multiple product roadmaps.

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**Sr. Technical Program Manager****Mar 2012 – Jan 2013**

Products: Travel Insurance, Rewards, Merchandizing

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.

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**Program Manager II****Jun 2008 – Mar 2012**

Products: Travel Insurance, Conversion, Rewards, Merchandizing

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## EDUCATION

### University of Washington, College of Engineering

B.S. in Human Centered Design & Engineering

**June 2008**