

Rose Puglisi

I lead products that work, teams that collaborate, and results that matter.

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EXPERIENCE

Granicus (Formerly Simpleview Inc.), Remote — *Product Manager*

SEP 2021 - PRESENT

GovDelivery Platform (2024–Present):

- Drive roadmap and feature development across end-user messaging, subscriber flows, reporting tools, and accessibility compliance (GDPR, ADA/WCAG)
- Own FedRAMP compliance delivery, leading vulnerability triage, security coordination, and audit readiness across teams
- Align platform decisions with engineering, design, and compliance teams across privacy, accessibility, and lifecycle strategy

Book > Direct + CMS Suite (2021–Early 2024):

- Revived a failing, undocumented hotel & vacation rental referral platform; stabilized platform performance, improved user experience, and authored full rewrite strategy to support long-term scalability and planned team transition
- Co-managed a global CMS used by hundreds of tourism clients, enhancing websites to online marketplaces via API (Viator, Ticketmaster, Yelp, TripAdvisor)
- Created reporting dashboards for booking and referral performance, tracking client engagement, and improving effective decision-making
- Delivered strategic roadmap updates and product direction to leadership, emphasizing usability and long-term scalability

Personify, Remote — *Project Manager*

NOV 2020 - SEP 2021

- Coordinated API configuration, training, stakeholder communication, and feature delivery to ensure client success and retention

GES, Remote — *Sales Manager*

AUG 2019 - APR 2020

- Developed pricing strategies and customized solutions for B2B clients, driving logistics and client retention across events

Baltimore Convention Center, Maryland — *Sales Manager*

MAR 2017 - AUG 2019

- Collaborated with city officials and high-value accounts to drive \$5M+ in event revenue and manage end-to-end execution of venue services

SKILLS

Roadmap Development

Product Vision

Cross-functional Leadership

Stakeholder Management

Behavioral Product Strategy

KEY STRENGTHS

Growth & Integration

Leadership & Team Development

Strategic Communication

Legacy Product Improvement

EDUCATION & CERTIFICATIONS

- B.A. in Psychology | Loyola University
- Product Strategy Certification | Kellogg Executive Education
- Google Analytics Certification | Google
- Product Analytics Certification | Pendo.io
- Certified Scrum Product Owner (CSPO) | Scrum Alliance
- Advanced Certified Scrum Product Owner (A-CSPO) | Scrum Alliance

