

Nick Scala

Technical Product Manager

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Education

Boston University–Metropolitan College

Master of Science in
Computer Information
Systems
Cumulative GPA: 3.97

Macaulay Honors College at CUNY Baruch

Bachelor of Business
Administration in Computer
Information Systems
Cumulative GPA: 3.97,
summa cum laude

Skills

Certifications

PMI Project Management
Professional (PMP) and
PMI Agile Certified
Practitioner (PMI-ACP)

Tools

Amazon QuickSight,
Snowflake, Adobe Analytics,
Jira, FullStory, Sumo Logic,
UserTesting, Figma, Sketch,
InVision, and Adobe
Creative Cloud

Interests

Travel, mentoring, piano,
tennis, and photography

Experience

- **Amazon | Senior Product Manager, Technical – Ads Customer Experience** Apr 2023–present
Amazon | Senior Product Manager – Ads Customer Experience Apr 2021–Mar 2023
 - Drive product strategy and execution for end-customer feedback on ad experiences – from capturing voice of customer sentiment at scale to converting it into insights for Amazon’s global ads organization
 - Launched feedback products across all Amazon Stores ad placements, including a first of its kind remote-based connected TV experience achieving a sixfold increase in customer engagement
 - Launched machine learning models in partnership with data scientists to improve ad relevancy and identify and resolve sub-par experiences that uncovered \$100+ million in annual revenue opportunity and a 183% year-over-year increase in defect detection volumes
 - Launched ad transparency and content reporting features empowering customers with greater control over their ad experiences and achieving regulatory compliance with the EU Digital Services Act
- **JetBlue Airways | Manager – Digital Commerce Optimization** Oct 2020–Mar 2021
 - Introduced A/B testing capabilities to JetBlue’s e-commerce products targeted at improving conversion, funnel advancement, and ancillary attachment metrics
 - Developed and instilled a new data-driven approach in the Digital Commerce team by making vast data sets digestible to guide product designs, features, and prioritization
 - Led the analysis and implementation of new abandonment retargeting and promotional e-commerce capabilities
 - Managed a team of data and design analysts
- **JetBlue Airways | Product Manager – Digital Commerce** Oct 2018–Sept 2020
 - Drove product strategy and execution for JetBlue’s e-commerce portfolio achieving improvements to direct digital share and conversion rate by 11.7% and 2.3% respectively
 - Redesigned, rebuilt, and launched an entirely new and responsive booking experience leveraging e-commerce best practices and usability testing in collaboration with seven onshore and offshore scrum teams and a digital design agency
 - Led a critical company-wide program to overhaul JetBlue’s fare options and introduce a Basic Economy product increasing annual revenue by \$150 million
 - Executed a series of initiatives to communicate safety and promote flexibility throughout the digital booking channels in response to changing customer behavior during the COVID-19 pandemic
- **JetBlue Airways | Business Analyst – Digital and Customer Products** Oct 2016–Sep 2018
 - Led product analysis for a Loyalty Management System upgrade project, including eliciting hundreds of user stories resulting in improved engagement for millions of TrueBlue members, quicker time to market for future enhancements, and reductions in operating costs
 - Drove the loyalty website redesign initiative from initial requirements through to design, implementation, and user acceptance testing by synthesizing feedback from Loyalty Marketing, legal, brand, analytics, and accessibility stakeholders
- **S&P Global Ratings | Senior Business Systems Analyst – Ratings Workflow** Apr 2016–Sep 2016
S&P Global Ratings | Business Systems Analyst – Ratings Workflow Jun 2013–Mar 2016
 - Elicited requirements for a \$30 million ratings workflow redesign initiative from analytical, legal, and compliance stakeholders resulting in improved ratings accuracy and decreased time to market
 - Managed risks, budget, and timelines for a \$3 million project achieving global regulatory compliance with the Dodd-Frank Wall Street Reform Act
 - Enhanced agile SDLC processes and templates to set standards and ensure the consistent and efficient execution of software projects throughout the global project management office