



Nick Scala

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

JIRA, Snowflake, Adobe
Analytics, Fullstory,
Sumo Logic, Figma,
Sketch, Invision, and
Adobe Creative Cloud

Interests

Travel, piano,
and photography

Experience

JetBlue Airways | Manager – Digital Commerce Optimization

Oct 2020–present

- Introduce A/B testing capabilities to JetBlue’s e-commerce products and conduct experiments targeted at improving conversion, funnel advancement, and ancillary attachment metrics
- Develop and instill a new data-driven approach in the Digital Commerce team by making vast transactional and operational data sets digestible in order to guide product designs, features, and prioritization
- Lead the analysis and implementation of new abandonment retargeting and promotional e-commerce capabilities
- Lead a team of design and data analysts

JetBlue Airways | Product Manager – Digital Commerce

Oct 2018–Sep 2020

- Drove the product roadmap, strategy, and execution for JetBlue’s e-commerce products achieving an overall improvement to direct digital share and conversion rate by 11.7% and 2.3% respectively
- Redesigned, rebuilt, and launched an entirely new and responsive booking flow focused on leveraging e-commerce best practices and usability testing in collaboration with seven cross-functional 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 as a result of the COVID-19 pandemic

JetBlue Airways | Business Analyst – Digital and Customer Products

Oct 2016–Sep 2018

- Led the product analysis of a Loyalty Management System upgrade project through eliciting hundreds of user stories resulting in improved engagement for over 20 million loyalty program members, quicker time to market for future enhancements, and reductions in Customer Support Center costs
- Drove the TrueBlue website redesign initiative from initial requirements through to design, implementation, and user acceptance testing by synthesizing feedback from a variety of stakeholders including Loyalty Marketing, legal, brand, Digital Experience, analytics, and accessibility

S&P Global Ratings | Senior Business Analyst

Apr 2016–Sep 2016

S&P Global Ratings | Business Systems Analyst

Jun 2013–Mar 2016

- Elicited requirements through communicating with analytical, legal, and compliance stakeholders as Product Owner for a \$30 million ratings workflow redesign initiative resulting in decreased time to market and improved ratings accuracy
- Managed risks, budget, and timelines as Project Manager for a \$3 million project in response to the Dodd-Frank Wall Street Reform act achieving global regulatory approval
- Enhanced agile SDLC processes and templates to set standards and ensure the consistent and efficient execution of projects throughout the global Project Management Office

Boston University | Graduate School Course Facilitator

May 2017–May 2019

- Facilitated online Systems Analysis and Design graduate courses providing instruction, guidance, and mentorship to graduate school scholars