

Parker Beak

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Profile

Product manager with experience clarifying cross-functional ambiguity and propelling cutting-edge digital product from concept to launch

Professional Experience

Senior Product Manager Jun 2023 - Present
Work & Co - Brooklyn, New York

- Currently leading a backend engineering team of 10 to develop consumer-facing retrieval augmented generative AI technology for a Fortune 100 biopharmaceutical firm with 10,000,000+ monthly users expected post-launch
- Directed a cross-functional team of 9 through research, design, technical prototyping, and delivery of an AI ecosystem concept for Google DeepMind
- Other clients include: TikTok

Product Manager Mar 2022 - Jun 2023
Work & Co - Brooklyn, New York

- Defined stories and requirements for design and development of the reimagined PGA Tour app which now holds a 4.5 App Store rating with over 45k reviews
- Other clients include: Accuweather, Home Depot, Oppo, IEX

Associate Product Manager Feb 2022 - Mar 2022
Work & Co - Brooklyn, New York

- Orchestrated engineering teams through optimization of Vistaprint's ecommerce checkout flow contributing to a 60% YOY lift in holiday purchase completion
- Other clients included: Fanatics

Global Brand Marketing Analyst Nov 2020 - Feb 2022
Nike - Beaverton, Oregon

- Identified requirements across cross-functional stakeholders to write and actualize strategy through leading RFPs, negotiations, and contracting
- Exceeded FY goals with \$5M+ savings and introduced paradigm-shifting MarTech
- Awarded \$80,000 to realize "Sustainability University"—a digital education experience which offers Nike employees insight into Nike's sustainability roadmap

Global Procurement Analyst Jun 2019 - Nov 2020
Nike - Beaverton, Oregon

- Nike's Global Procurement Rotational Analyst Program was an advanced development program where analysts gained a broad portfolio of skills

Education

Pitzer College - Claremont, California Mar 2015 - May 2019

- Double majors in Economics and English Creative Writing
- Founder and President of Pitzer Chess Club, Two-time Orientation Adventure Leader, Columnist for *The Student Life*, Treasurer of Pitzer Climbing Club, Admissions Ambassador, Recipient of the Bea Matas Hollfelder Endowed Award

Harvard University - Cambridge, Massachusetts Summer of 2017

- Completed courses in Labor Economics, an Advanced Poetry Writing Workshop, and read submissions for the *Harvard Review* literary journal

Fluencies

Figma, Atlassian Suite (Jira, Trello, Confluence), Notion, Keynote, Github, Tableau, Microsoft Suite (Excel, Powerpoint, Word), Asana, Google Analytics, SQL, HTML, CSS