

SABRINA ROXANNA GHEISSARI

WWW.SABRINA-GHEISSARI.COM

DIVISION OF/

PRODUCT MANAGER

MARCH 2020 - PRESENT

Managed agile teams through the facilitation of scrum ceremonies (sprint planning, retrospectives, daily stand-ups, story grooming, release planning, QA, etc.) across the following clients:

ShyaHsin: a global leader in packaging for skin care and cosmetics, based in China. Owned by Blackstone.

- Strategized, built, launched and iterated on a digital product for salespeople to 1) decrease client inquiry response time from 48 hours to 1 hour, 2) increase RFQs by 50%, 3) remove the most timely block in the sales process: information gathering.
- Led a website overhaul to significantly increase the number of sales connections made (no metrics yet).
- Ran 70+ user interviews across all major time zones. Identified communication inefficiencies and roadmapped solutions.
- Gathered, analyzed and transcribed multiple data sources from each region into a single SQL database, improving insights for sales.
- Provided strategy presentations, business insights, KPIs, and a product roadmap for Blackstone and c-suite to approve.

Samsung Ads: a global leader in technology and user data collection.

- Ran user interviews to understand the needs of salespeople, c-suite and analytics. Identified the problem to be misunderstanding and misuse of information, preventing the right stories from being told. Took over the UI/UX of the data to recreate the story.
- Provided weekly retros for continuous feedback and agreement between the three teams of stakeholders.
- Used DOMO to provide salespeople with automated, accurate and insightful BI, and a UI/UX guide for future builds.

Hero Cosmetics: a cosmetics company focused on education and product solutions for the skin's lifecycle.

- Managed a website rebrand with the goal of removing the cookie-cutter Shopify look, promoting the company's differentiators, and improving the user experience. Worked directly with the company's designer and engineer to accomplish goals.
- Developed a QA/strategy document identifying pros and cons for each page/feature (i.e. cart, product page, collections page, etc.)
- New site strategy set the company up for seamless future growth, aligning with both planned and conceptual product launches.

CockroachDB: a distributed SQL database, recognized and used by hundreds of globally recognized companies.

- Worked with the new CMO of CockroachDB to re-strategize the UX of the platform under the new circumstances of the pandemic.
- Brainstormed on how to incorporate webinars and education into the website, as well as leading a UI/UX overhaul.
- Rebranded the cockroach back into the original company message; a venn diagram of the company's security structure.

BROWN BROTHERS HARRIMAN

PRODUCT MANAGER AND TRADER

SEPTEMBER 2017 - SEPTEMBER 2019

Head trader for the Chicago office during trading hours. Product manager for a new portfolio management system during after-hours.

- Strategized, beta tested, developed, iterated, and launched a product that would increase the time wealth managers spent on client relationships by 50%, and the number of accounts a trader can rebalance at one time by 120,000%.
- Due to the significant risk in the product, I used wizard of oz methods on team members to train and ensure safety of adoption.
- Persuaded laggards to be product adopters, and helped ease the transition of responsibilities.
- Pioneered two iterations that allow traders to: 1) trade split stocks (i.e. GOOG and GOOGL) in a timely manner, to get the best price. 2) identify ALL tax lost harvesting opportunities year-round instead of relying on the research team to identify them at year-end.
- Worked with an agile team of users, engineers, vendors, the c-suite, traders, brokers, and project managers to identify inefficiencies.
- Continued to track quantitative and qualitative metrics to see if the KPIs were accurate, and adjusted strategy as needed.
- Presented the roadmap, planning and launch of the platform to the c-suite monthly, and to the entire line of business quarterly.

WEALTH MANAGEMENT SPECIALIST

JULY 2016 - SEPTEMBER 2017

In charge of gathering, digesting, and presenting data analytics and business insights for all of wealth management. Created macros that allowed for efficient data crunching, and protocols for seamless communication between teams and c-suites. Aided high-profile client relationships that required portfolio review and projections.

INVESTOR SERVICES RELATIONSHIP MANAGEMENT

JULY 2015 - FEBRUARY 2016

PREVIOUS EXPERIENCE

THE TJX COMPANIES: *Financial Planning and Analysis Co-Op*

JANUARY 2014 - JULY 2014

GIVAUDAN: *Global Sales Analyst for Unilever*

JUNE 2013 - AUGUST 2013

ERNST & YOUNG: *Consulting - Performance Improvement Intern*

JUNE 2012 - AUGUST 2012

SYNGENTA: *Communications & Sales Intern*

JUNE 2011 - AUGUST 2011

EDUCATION

CORNELL UNIVERSITY

Certificate in Product Management

PRESENT

LE WAGON TOKYO

Coding Bootcamp Certificate

SEPTEMBER 2019 - DECEMBER 2019

NORTHEASTERN UNIVERISTY

B.S.B.A. in Business Administration and Economics

SEPTEMBER 2011 - MAY 2016

LANGUAGES

french, german, swiss german, ruby on rails, HTML5, CSS, javascript, bootstrap, SQL, react

SKILLS

public speaking, problem solving, business strategy, data analysis, scrum, agile methodologies, digital knowledge, innovation