

# Samuel Merrick Shapiro

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## Experience

**Peek Travel, Inc., Senior Product Manager** | San Francisco, CA | March 2016 - August 2019

*Led product strategy and execution in scaling daily use and payments tools to meet mid-market customer needs across web and iOS apps, working with a team of ten engineers. Promoted from Business Operations Analyst and Product Manager; recognized as product/design/eng "Most Valuable Contributor" in 2018.*

- **Vision and strategic planning:** Garnered executive buy-in for year-long initiative to re-architect core functionality impacting 150+ features based on business case values, expected feasibility, product usage metrics, and customer feedback, unlocking identified customers worth \$50M in new business
- **Go-to-market excellence:** Built a new cross-platform offering, Rentals, including writing spec documents, leading betas, establishing release notifications, running internal trainings, and customer interviews; share of mid-market customers on new platform reached 35% within first year while maintaining <1% revenue churn
- **Product development process improvements:** Accelerated delivery and deployment by developing new feature request and bug tracking processes, providing sales and operations teams with transparency and input into the product prioritization process
- **Data-oriented prioritization:** Created usage tracking dashboards covering 40+ features to assist in planning and monitoring efforts; exposed insights to operations teams reducing onboarding friction
- **Payments expertise:** Owned payments transformation efforts bringing credit card payments and disbursement in-house, supporting 11x increase in volume; recommendations cut support inquiries in half
- **Acquisition migration:** Oversaw migration bringing 500+ customers from an acquired competitor into payments system resulting in 70% increase in recognizable gross bookings
- **Creating no-code value:** Launched Peek Perks program offering third-party discounts and special services impacting over 100 customers
- **Partnerships:** Led activity distribution deals with Yelp, Google Trips, and Hawaiian Airlines, including contract negotiation, defining and tracking scope to completion, marketing, and performance monitoring

**PwC Advisory Services, LLP, Experienced Associate** | Chicago, IL | August 2014 - March 2016

*Provided strategic recommendations, program management, and staff augmentation for technical organizations as part of PwC's Information Management practice. Promoted from Associate.*

- **Program management:** Built reporting templates, set meeting cadences, and developed project plans with stakeholder buy-in for managing payment processing transformation for a healthcare organization with \$11M in transaction volume across 20+ business units
- **Performance transparency:** Created QlikView dashboards monitoring ticket burndown performance and generalized into roadshow documents; consolidated lessons learned into "Best Practices for Data Visualization Practitioners" learning session
- **Volunteerism:** Founded student mentorship program in partnership with the Abaarso School of Science & Technology based in Somaliland; created 20 mentor-mentee relationships and raised \$9K for expenses

**Frosted Films, Co-Founder & General Manager** | Ann Arbor, MI | August 2010 - May 2014

*Built videography business focusing on special events, montages, video resumes, and more.*

- **Business management:** Responsible for sales, customer relationship management, editing/filming, and staff training, shooting notable clients like Kid Cudi and Rent The Runway while generating \$20K in profit

## Education

**University of Michigan, Stephen M. Ross School of Business - BBA** | Ann Arbor, MI | 2014

- 2014 Student Commencement Speaker, Ross Graduation Ceremonies
- Internships with American Express and BillGuard (acq. by Prosper in 2015)

## Additional

- **Skills:** Postgresql, Microsoft Excel, Google Analytics, Mixpanel, Looker, Qlikview, Tableau
- **Interests:** Hiking, skiing, reading, playing guitar and ukulele, Settlers of Catan