Teresa Wohl

Digital Product Management & Development

Organizational Leadership

Market Research

Contact
651-210-5811
Teresa.Sperl@gmail.com

Volunteer
Genesys Works
Minneapolis Edison High School
TC Alpha Gamma Delta Alumni

Education
Full-Stack Web Development | 2022
Michigan State University

Agile Product Professional | 2020
ICAgile

M.A. Organizational Leadership | 2016
St. Catherine University

B.A. Geography | 2008
MN GIS consortium award winner | 2007
University of Minnesota

Key Skills
Agile
Product Development
Strategic Communication
Prioritization
Customer Interviews
Roadmaps
Relationship Management
Time Management
Data Analytics
Test and Learn
Change Management

Technical Skills
HTML
CSS
JavaScript
jQuery
Bootstrap
Jira
Confluence
Smartsheet
ESRI GIS
Microsoft Office Suit

About

Dedicated professional with demonstrated competency for all aspects of product management: product and technical development, business management, and market research.

Ready to assume a leadership role in product where proven ability to set a strategic vision, influence partners and prioritization, and drive teams to top performance levels will be applied to deliver results.

Self-starter whose career progression has been driven by passion to understand and empathize with the user to develop creative, integrated, simple solutions to make life easier.

Experience

TARGET CORPORATION

Lead Product Owner, Operations (2019 – Present)
- Lead four scrum teams to develop scalable and integrated solutions to address $1.6B opportunity.
- Create vision and roadmap, translate problems into stories, and prioritize backlog and resources.
- Leading the development of a machine learning model to capture $100M in sales a self-checkout.
- Guiding the installation and adoption of RFID to address shortage in collaboration with IoT.
- Launched and scaled a product that identified $5.4M, reduced workload by 50%, and 90 SUS.
- Influenced self-checkout product team to fix UX design; resulted in $4.3M sales increase.

Lead Product Owner, Innovation (2017 – 2019)
- Led research projects to quantify business problems, root cause, and identify solutions.
- Spearheaded testing emerging technologies and cultivated relationships with vendors/start-ups.
- Ideated, developed, tested, measured, iterated, and hosted retrospective on four failed innovations.
- Ideated, developed, tested, measured, and iterated on two innovations that turned into products.
- Presented quarterly innovation updates and demos to the CEO, CIO, COO and other executives.

Lead Business Partner, Operations (2013 – 2017)
- Managed $260M in payroll and non-payroll for 1,800 stores, 35 distribution centers, and HQ.
- Led all financial processes; reduced expenses by 15% annually through analysis and optimization.
- Maximized resource allocation by creating a risk-based model to move from emotion to data-driven.
- Reduced support calls by 73% by collaborating with accounts payable to streamline vendor pay.
- Increased morale by sourcing new uniforms that met localized and individualized needs.
- Planned and executed annual meeting for 4,000; average satisfaction score of 99% and 100%.
- Designed and created VP and Sr. Director content and communication for the organization.

Sr. Analyst, Competitive Intelligence, GIS, and Market Research (2011 – 2013)
- Fueled new small format growth by advancing the Ci function, market research and analysis.
- Increased revenue by identifying locations for Starbucks to replace declining photo lab revenue.
- Guided the development of an enterprise-wide competitive intelligence platform.

SUPERVALU, INC.

Sr. Analyst, Competitive Intelligence, GIS, and Market Research (2008 – 2011)
- Created market reports, geospatial and data analysis to communicate growth trends and strategies.
- Managed GIS database of competitors, demographics, and store location information.