

SHEM ZAKEM

Senior Product Manager | U.S. Army Veteran

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SUMMARY

Senior Product Manager & Combat Veteran with 15 years of technical leadership. I build scalable, mission-critical SaaS platforms and turn complex, ambiguous requirements into industry-leading software for complex industries (Aerospace, Defense, Enterprise Tech). Former **Army Platoon Sergeant** and **Boeing Lean Master** who understands that "Agile" means delivering working software, not just holding meetings. **Patent holder** in IoT hardware/software integration.

TECHNICAL LEADERSHIP

Principal Product Leader (Consultant) Medford, OR | Sep 2023 – Present

Retained by industry clients to fix failing operational workflows and integrate fragmented data systems.

- **Fixed Inventory Latency:** Built a unified API layer to aggregate orders from multiple streams (Direct, Mobile, 3PL). Cut order-to-delivery time by **21%** and improved inventory accuracy by **29%**.
- **Engineered Cost Controls:** Implemented real-time analytics dashboards to flag margin leakage and automate procurement decisions. Resulted in a **12% hard cost reduction** across the client portfolio.
- **Scaled Revenue:** Designed and launched rapid A/B testing frameworks for new product lines, driving **21% monthly revenue growth** without increasing headcount.
- **Operational Transformation:** Applied enterprise-grade agile frameworks to SMB operations, instituting OKRs and KPI loops that provided executive visibility into unit economics for the first time.

EXPEDIA GROUP | Senior Manager, Product Management *Seattle, WA* | Sep 2018 – Sep 2023

Led the engineering turnaround for global partner operations platforms.

- **Rebuilt the Platform:** Orchestrated the 0→1 migration of legacy workflows to a single **Salesforce Service Cloud** instance across **4 Lines of Business**. Gave leadership a 360° common operating picture for the first time.
- **Automated the Grunt Work:** Designed automated case-resolution logic that handled high-volume, low-complexity tickets. **Saved \$4.2M/year** in support costs and generated **\$700K** in new revenue.
- **Solved Data Fragmentation:** Integrated Dropbox and Salesforce APIs to automate document ingestion. **Saved \$1.4M** in manual processing costs and eliminated security compliance risks.
- **Deployed Predictive AI:** Shipped ML models that flagged partner issues before they escalated, boosting satisfaction scores by **32%**.
- **Revenue Engineering:** Delivered **\$2.7M in incremental revenue** by reducing friction in the "Add-a-Property" onboarding feature.

THE BOEING COMPANY | Lead Technical Product Owner *Seattle, WA* | Jan 2014 – Sep 2018

Led development for "Toolbox 2.0," the SaaS platform airlines use to maintain the 787 and 737 fleets.

- **Saved the Brand (Leadership Award):** Took over a failing Root Cause Analysis process for the 787 Toolbox. Identified and fixed systemic software defects that were causing airline customers to lose trust. Awarded "Exceptional Performance" recognition by leadership.

- **Cross-Functional Global Leadership:** Led **75+** staff (Engineers, UX, QA, and PMs) across multiple 0→1 product lines. Managed the backlog and delivery for complex aerospace requirements across distributed global teams.
- **Reduced Aircraft Downtime:** Shipped the "Intelligent Wiring" module, cutting hours off tarmac troubleshooting time. Directly improved AOG (Aircraft on Ground) metrics for major carriers.
- **Cut Defect Rates:** Applied **Boeing Certified Lean Master** methodologies to the software SDLC, reducing production bugs by **34%**.
- **Stakeholder Management:** Conducted international customer workshops to validate requirements and prototype new features, securing executive approval from diverse global stakeholders.

GREEN BOX BATTERIES | Founder & Inventor *Lakewood, WA | Jan 2011 – Jan 2014*

- **The Invention: US Patent #9,276,418.** Designed and built a battery exchange kiosk that used Azure IoT sensors for remote fleet management.
- **The Execution & Validation:** Bootstrapped the company, led end-to-end hardware operations, and managed the supply chain to scale physical units. Selected as an alumni of the highly competitive **Techstars Patriot Boot Camp (NYC)** based on the commercial viability and technical execution of the hardware stack.
- **Agile Implementation:** Reduced rework by **25%** by implementing SAFe practices in a hardware-centric development environment.

MILITARY SERVICE

U.S. ARMY | Platoon Sergeant / Human Intelligence Collector (35M) *201st Military Intelligence Battalion | 2006 – 2008*

- **Intelligence Leadership:** Led a specialized HUMINT platoon of **30+ collectors**. Managed training, discipline, and operational readiness.
- **Data Synthesis:** Directed intelligence collection operations, synthesizing raw field data into actionable intelligence reports for senior command decision-making.

U.S. ARMY | Signal Support Systems Specialist (25U) *82nd Airborne Division, 2/505th Parachute Infantry Regiment | 2003 – 2006*

- **Combat Leadership:** 82nd Airborne Paratrooper. Awarded **Combat Action Badge**. Maintained mission-critical tactical radio/satellite networks at the tactical edge.
- **Rapid Deployment:** Executed high-tempo operations within the Global Response Force, maintaining 100% equipment readiness for immediate deployment.

EDUCATION & SKILLS

University of Washington

- **B.S. Computer Science & Systems | 1st Place, Senior Project Competition** (Institute of Technology)
- **B.S. Computer Engineering & Systems | Minor: Mathematics**

Technical Skills

- **Certifications:** Boeing Certified Lean Master, SAFe® Agilist, Certified Scrum Master.
- **Languages:** Java, SQL, HTML
- **Cloud & Platforms:** AWS, Azure, Salesforce Service Cloud, Agentforce, REST APIs.
- **Tools:** Jira, Git, Tableau, Google Analytics.