

## Shem Zakem | Senior Product Manager

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### SUMMARY

I'm a Senior Product Manager with 15+ years building and scaling SaaS, cloud, and enterprise platforms across aviation, travel, and SMB digital transformation. My career has been defined by solving messy, high-stakes problems and turning them into measurable wins — from saving airlines tens of millions annually to unlocking \$5.7M+ in savings and \$4M+ in new revenue at Expedia.

I lead with clarity, data, and cross-functional alignment. Whether I'm guiding 75+ cross-functional teammates across continents, modernizing a legacy platform, or helping small businesses adopt digital tools, my focus is always the same: **ship products that move the business forward and make customers' lives easier.**

### CORE STRENGTHS

Product Strategy • Road-mapping • Customer & Product Discovery • Experimentation • Platform PM  
SaaS & Cloud (Azure, AWS) • APIs & CI/CD • Analytics & Dashboards • Agile / Scrum / SAFe  
Cross-Functional Leadership • Automation & Digital Transformation • SLOs/SLIs • Financial Modeling  
User Research • Hypothesis-Driven Development • Stakeholder Management • Lifecycle Ownership

### PROFESSIONAL EXPERIENCE

Freelance Private Consultancy | Principal Program Manager, Growth & Efficiency  
**Medford, OR Sep 2023 – Present**

When small business owners needed to modernize operations and unlock new revenue, I brought enterprise-grade product thinking to their world. I treated each engagement like a platform problem: understand the customer, map the workflow, remove friction, and measure everything.

- Boosted app-based sales **36%** by launching mobile ordering across DoorDash, Uber Eats, Grubhub, and direct channels.
- Cut order time **21%** and improved first-pass accuracy **29%** by redesigning workflows and integrating ChowNow.
- Delivered **~12% cost reduction** through analytics-driven menu engineering and operational automation.
- Drove **21% monthly revenue growth** by introducing new menu items and branded product lines.
- Built dashboards, KPIs, and experimentation loops to guide pricing, promotions, and product decisions.
- Applied OKRs, customer discovery, and agile delivery to help SMBs scale with the discipline of a tech org.

**Expedia Group | Senior Manager, Product Management / Product Manager III**  
**Seattle, WA Sep 2018 – Sep 2023**

At Expedia, I owned high-visibility, revenue-critical initiatives across Salesforce, automation, and partner experience. My work consistently delivered measurable business impact and improved how thousands of partners interacted with the platform.

- Increased partner satisfaction **32%** by deploying Salesforce AI-powered case-improvement workflows.
- Delivered **\$4.2M annual savings + \$700K new revenue** by modernizing the automated messaging platform.
- Generated **\$2.7M incremental revenue + \$400K cost savings** with the Add-a-Property onboarding feature.
- Achieved **\$800K annual savings + \$600K new revenue** through Salesforce/Dropbox integration.
- Led Salesforce Sales & Service Cloud **0→1** across 4 LOBs, enabling an Executive 360° customer/partner view and **\$3M+ annual efficiency gains**.
- Owned product lifecycle, roadmap, KPIs, and cross-functional alignment across engineering, UX, QA, and operations.
- Championed CI/CD adoption and continuous improvement across multiple teams.

**The Boeing Company | Lead Technical Product Owner / Technical Program Manager**  
Seattle, WA Jan 2014 – Sep 2018

At Boeing, I worked at the intersection of engineering rigor and real-world operational impact. I led global teams, modernized mission-critical tools, and delivered products that directly improved airline safety, reliability, and cost efficiency.

- Delivered **Toolbox 2.0 enterprise SaaS**, saving airlines **tens of millions annually** and reducing production bugs **34%**.
- Introduced intelligent wiring diagrams that significantly reduced aircraft maintenance time and operational costs.
- Led **75+ global engineers, UX, QA, and PMs** across multiple 0→1 and iterative product lines.
- Ran international customer workshops to validate requirements, prototypes, and executive buy-in.
- Translated complex engineering concepts into clear, actionable product requirements.
- Owned lifecycle, roadmaps, KPIs, and cross-functional delivery for high-impact aviation software.

**Green Box Batteries (DBA BETTERY) | Founder & Director of Product Management**  
Lakewood, WA Jan 2011 – Jan 2014

I founded and led a hardware/software startup focused on battery automation and cloud-connected systems. I owned everything from R&D to go-to-market.

- Patented innovative battery machine technology and led product strategy, R&D, and GTM execution.
- Delivered all launches **100% on time and under budget**, reducing rework **25%** via SAFe practices.
- Built full-stack Azure cloud solutions for mobile, web, and M2M applications.
- Managed budgets, risk, stakeholder alignment, and lifecycle delivery.
- Led roadmaps, milestones, and cross-functional teams to maximize ROI.

**MILITARY EXPERIENCE**

**United States Army**

Platoon Sergeant | Human Intelligence Collector | Signal Support Systems Specialist

Apr 2003 – Oct 2008

**EDUCATION****University of Washington**

B.S. Computer Science & Systems; B.S. Computer Engineering & Systems; Minor: Mathematics

**CERTIFICATIONS**

SAFe® POPM • SAFe® Agilist • Certified Scrum Master • Boeing Certified Lean Master

**TECHNOLOGY SUMMARY**

Salesforce • Java • C++ • C • C# • HTML • SQL • APIs • Jira • Git • GitHub • CI/CD • Cloud Architecture (AWS & Azure) • MS Office (Excel, Word, SharePoint, Access, PowerPoint, Project, Visio)