

D. Taylor Parsons III

Seattle, WA • taylor.parsons@gmail.com • [linkedin.com/in/taylorparsons](https://www.linkedin.com/in/taylorparsons)

PROFESSIONAL PROFILE

Strategic product and AI leader with 20+ years of experience driving generative AI adoption, marketplace expansion, and transformative product strategies at Nordstrom, Microsoft, Getty Images, and Ticketmaster. Proven expertise in aligning LLM prompt frameworks with business objectives, delivering AI-driven innovations, and optimizing supply chain operations through data analytics.

CORE COMPETENCIES

- Generative AI & Prompt Engineering (OpenAI API, Azure OpenAI, RAG)
- Strategic Product Road mapping & Lifecycle Management
- AI-Powered Technical and Product Documentation
- Data-Driven Decision Making (Python, SQL, Tableau, Jupyter Notebooks, Splunk)
- End-to-End Program Management & Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Nordstrom, Seattle, WA

Sr. 2 Product Manager, 3rd Party Enterprise Partners | Aug 2023 – Present

- Third-party product lead for Nordstrom Marketplace integration on Nordstrom.com (launched April 2024), contributing to a 5.3% GMV growth in Q3 2024 (\$3.35B net sales).
- **Scaled marketplace** to 300+ sellers and 15,000+ SKUs, enhancing digital assortment and supporting 6.4% YoY digital sales growth (Q3 2024)
- Engineered scalable roadmaps for partner integrations that **enhanced operational efficiency and streamlined onboarding**.
- Implemented **AI-driven document automation**, reducing manual processes.
- Led cross-functional alignment with engineering and operations to enhance **third-party seller experience**.
- Defined success metrics and analytics frameworks for **measuring partner performance**.

Technical Program Manager, AI SIG | Feb 2024 – Present

- Established **industry-leading standards** for secure generative AI adoption at Nordstrom.
- Created **custom LLM system prompts and automation frameworks**, driving AI strategy alignment with business goals.
- Authored a **comprehensive AI strategy document**, positioning Nordstrom as an innovator in enterprise AI adoption.

- Developed an **internal AI governance model**, ensuring responsible and effective AI deployment across teams.
- Designed AI-based **product discovery enhancements**, optimizing search relevance and recommendation accuracy.

Sr. 2 Technical Program Manager, Supply Chain | Apr 2017 – Aug 2023

- Led **SKU suppression initiatives** to optimize inventory management, improving order fulfillment accuracy.
- Designed and implemented a **real-time returns tracking system**, enhancing cross-border logistics and reducing refund processing times.
- Integrated **automated testing frameworks** for Nordstrom.ca's return services, improving system reliability and performance.
- Developed **supply chain analytics models** to identify inefficiencies and support decision-making.
- Managed **supply chain data visualization projects**, providing key insights for operational decision-making.

Ticketmaster, Seattle, WA

Senior Manager, Product | Feb 2014 – Feb 2017

- Directed product development for ticket transfer and resale, achieving a **50% reduction in customer support costs**.
- Enhanced mobile UX with **AI-driven recommendation engines**, improving conversion rates and engagement.

Getty Images, Seattle, WA

Senior Product Owner | Mar 2012 – Feb 2014

- Launched a **\$3M data center with full replication and automated deployments**, ensuring robust digital asset security.
- Transitioned teams to **Lean-Agile methodologies**, improving development cycle times and efficiency.

Microsoft, Redmond, WA

Senior Program Manager, Microsoft Security CMS | Aug 2010 – Mar 2012

- Facilitated critical support between Microsoft Legal and Umbraco CMS, **resolving 25+ security vulnerabilities**.

Senior Program Manager Lead, Developer Community Applications | 2007 – 2010

- Led technical teams to **reduce support costs** via engagement strategies with StackOverflow and Bing.

Software Development Engineer & Lead | 2003 – 2006

- Directed software development for **Microsoft.com's Profile and Download Center**, localizing platforms into **74 languages**.

AWARDS & RECOGNITIONS

- **Curious and Ever Changing Award (2024)** – Recognized for leadership in AI prompt engineering and enterprise AI strategy.
- **Technology Recognition Award (2019) – Curious and Ever Changing** – Awarded for bold thinking, curiosity-driven problem-solving, and driving innovation at Nordstrom.
- **Technology Recognition Award (2019) – Anniversary All-Star** – Recognized for technical excellence in delivering solutions during Nordstrom's Anniversary Sale.

EDUCATION

- **Master of Science, Environmental Education** – Lesley University
- **Bachelor of Arts, Anthropology & Environmental Science** – The Evergreen State College

CERTIFICATIONS & COURSES

- **AI Agents in LangChain**
- **Carbon Aware Computing for GenAI Developers**
- **AI Agentic Design Patterns with AutoGen**
- **Understanding Data Science**