

**Trey Wallis**  
3338 Tucannon Cove  
Bluffdale, Utah 84065  
(801) 244-5100 | twallis@gmail.com

## EXPERIENCE

### **MasteryConnect**

Salt Lake City, Utah

VP, Product Management and Customer Experience

October 2013 – October 2016

Executive team member over product management, user experience, data analytics, support, and client success of SaaS mastery learning platform and mobile apps (iOS and Android) that support a user base of over 2.5 million educators.

- Member of executive team that increased revenue from \$1.5 million to over \$10 million annually in just under 3 years.
- Assembled and led a team of product managers, UX designers, and technical writers and implemented best practice documentation and communication using Agile methodology.
- Implemented and managed feature development product vision and communication to all teams across the company.
- Created and implemented a define, design, develop, deploy product management methodology with cyclical phases throughout the fiscal year.
- United department heads around an experience data-driven product roadmap that put the customer first and increased retention.
- Defined and implemented a tiered customer segmentation plan that optimized client success, support, and integration.
- Assembled and led a Customer Experience Team of client success managers, customer support engineers, and data implementation managers that decreased customer churn by 8% in FY16.
- Managed and maintained key business partnerships netting \$865k in recurring annual revenue.

### **Nu Skin Enterprises**

Provo, Utah

Director, Global Web Programs

April 2007 – October 2013

Global leader for online product management, online user experience, content management, and interactive design global online strategies for over 50 markets worldwide.

- Led the definition, design, development, and deployment of a global online ecommerce platform for all limited time offer products that resulted in over \$250 million in revenue upon launch.
- Designed and led international usability study that spanned 3 continents and resulted in over 105 enhancements.
- Successfully unified 8 global regions on a single content management platform (Adobe EM) that leverages a common codebase and aligns all global web properties to a single user-centric content and design methodology.
- Implemented a global translation memory system that automated online translations and reduced translation costs by 80% for over 30 languages.
- Developed and implemented a global UX driven product management strategy converting from waterfall to Agile, that increased online sales as a percentage of revenue.

Director, Regional Online Marketing

Regional marketing leader for content management, online marketing, design, and user experience for all web properties in North and South America, Europe, and South Pacific.

- Implemented a data-driven online creative process which aligned print, web, and email brand and marketing that nearly doubled online sales as a percentage of revenue in six months.
- Implemented user experience methodology to establish a regional online enhancement roadmap.
- Managed rollout of information architecture documentation standards for all regional web properties.

### **Symantec Corporation**

Orem, Utah

Senior Manager, Quantitative Metrics

March 2003 – March 2007

Led the creation, management, and reporting the quantitative results of user experience efforts around the online product portfolio for Symantec Enterprise and Small Business products in North America and Europe.

- Standardized reporting to deliver accurate metrics for all online segment UX studies.
- Managed rollout of Adobe SiteCatalyst code globally across Enterprise/SMB online segments.
- Developed user experience studies driven by quantitative data for Enterprise/SMB segments.

Manager, Web Content

July 2002 – March 2003

Create and managed global online presence, online marketing, usability, and reporting for Enterprise Administration products.

- Managed customer usability studies, improving user experience for all product categories.
- Created design standards for all online campaigns improving response rates and brand consistency.
- Generated \$6.3 million in online sales revenue, beating forecast by 5%.

## **EDUCATION**

**University of Utah**

Salt Lake City, Utah

B.A. in English

May 2000

- Minor Studies: Graphic Design, Desktop Publishing, Creative Writing Emphasis
- Arts & Entertainment Editor for UVSC college newspaper

## **ADDITIONAL**

- Over 10 years of experience managing projects, budgets, cross-functional teams and personnel.
- Supervised and coordinated multiple web development resources including internal personnel and external contractors and vendors.
- Panel judge for WebAwards and Mobile WebAwards for the Web Marketing Association.
- Built high functioning teams from the ground up including interviewing, training, program build, and performance management.
- Skilled public speaker and presentation developer.
- Nu Skin Top 5% of Company incentive recipient
- Symantec A++ award of excellence
- Eagle Scout