

Tyler Allen Larson

DIRECTOR OF PRODUCT MANAGEMENT

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📍 Minneapolis, MN (willing to relocate)

Professional Summary

Product management leader with a 15+ year career in e-commerce and digital marketing. Helped transform Target's <\$30M mobile shopping platform into a \$20B omni-channel commerce platform across 39 consecutive quarters of sales growth in key roles:

- Primary leader and steward for Customer Profile for 10 years, growing usage from <1M to >40M monthly active users
- A founding leader for the Circle loyalty membership platform, growing usage from 0 to >100 million active annual members
- Product leader selected to redesign and remodel \$3B+ in Top of Funnel shopping and \$1B Gift Registry & Lists experiences

Strengths

- Product Vision and Strategy
- Cross-functional Leadership
- Team Development and Culture
- Organizational Planning & Budgeting
- E-commerce Technology
- Data Analytics and Insights
- 0-1 and 1-10 Product Development
- Relationship and Consensus Building
- Senior Stakeholder Management

Work Experience

TARGET CORPORATION - MINNEAPOLIS, MN

Oct 2013 - Sept 2023

DIRECTOR OF PRODUCT MANAGEMENT - Discover & Decide (Top of Funnel), Gift Registry & Lists

June 2022 - Sept 2023

- Chosen to lead strategic “digital remodel” for *Home Page*, *Deals*, and *Buy It Again* and retain *Gift Registry & Lists* with 6 product managers (3 new) and global cross-functional team of 50+ Engineering, UX and Data Analytics team members
- Pitched and aligned VPs to *Deals* product vision and strategy uniting three *Deals* experiences to remedy customers’ #1 issue and creating operational efficiency for >\$10B in discounts by assimilating POVs from Merch, Promo, Loyalty, and UX leaders
- Increased click-thru engagement 15-25% with personalized content on a redesigned *Home Page* template by leading workshops to align Merch, UX, and Data Analytics leaders to shared purpose, principles, and KPIs to shape and govern the experience
- Increased grocery and essentials cart adds per visit by 21% by championing the expansion of the *Buy It Again* product strategy to include the adjacent discovery of new products based on frequent purchase history with product and merchandising leaders
- Developed pitch for \$600M *Gift Registry* sales growth opportunity in collaboration with Merch, Finance, and Analytics that inspired strategic re-commitment and incremental staffing investment across Product, Merch, Marketing, UX, and Engineering

DIRECTOR OF PRODUCT MANAGEMENT - Customer Profile, Loyalty Memberships, Gift Registry & Lists

Feb 2021 - May 2022

- Led global team of 6 product managers (+2 from previous role) retaining *Customer Profile* and *Loyalty Memberships* and adding *Gift Registry & Lists* with global cross-functional team of 45+ Engineering, UX, and Data Analytics team members
- Identified opportunity to apply gamification concepts from successful rewards programs (e.g. Starbucks) to more effectively drive customer sales across Target’s vast catalog of products; then partnered with Loyalty to pitch and prioritize the *Target Circle Bonus* MVP that resulted in \$191M incremental sales from 36.4M members across 9 campaigns in year 1 and achieved Target’s highest promo ROI (\$3.51 sales for every \$1 spent)
- Increased Circle member beauty category sales by linking and enrolling >1.1M Ulta Rewards members in first four months post launch by gathering and leading cross-functional leaders at Ulta and Target to create an intercompany collaboration playbook
- Reduced order pick up cancellations with new *Shopping Partner* feature by coaching PM to develop a business case, strategy, and MVP proposal for “collaborative shopping” which they presented to leaders and successfully achieved prioritization
- Modernized the \$500M *Gift Registry* platform and merged into Target’s Flagship mobile app by building alignment with Stores, Merch, Product, UX, and Engineering on the strategy, roadmap, and short-term trade-offs for long-term platform viability

DIRECTOR OF PRODUCT MANAGEMENT - Customer Profile, Loyalty Memberships, Mobile Wallet

May 2019 - Jan 2021

- Promoted to leadership position over growing scope of previous role as principal product manager then onboarded and led 4 product managers responsible for cross-functional leadership of 40+ Engineering, UX, and Data Analytics team members

- Surpassed Circle's 50M membership enrollment goals 12mo early by creating consensus with Loyalty, Digital, and Privacy to launch an automated enrollment process prior to national rollout and CCPA privacy laws went into effect
- Increased RedCard debit applications by over 50% (thousands more per month) by launching first-ever online application by leveraging close Engineering and RedCard business relationships and creative problem solving to prioritize and staff the work
- Increased spendable cash in *Mobile Wallet* by \$50-100M annually with new automation direct depositing promotional gift card balances vs sending via email by uniting Gift Card and Order Fulfillment teams to co-develop and adopt the new pipeline
- Streamlined contact resolution process and increased spendable cash in *Mobile Wallet* by >\$1M annually by direct depositing gift card concessions vs sending via email after leading collaborative work sessions with contact center leaders and agents
- Saved >\$1M in tech expenses with a build vs buy analysis for *shipping address verification* leading to the savvy decision to lease and integrate a \$50-70k 3rd party solution and the maximize savings by offering APIs to additional enterprise platforms

PRINCIPAL PRODUCT MANAGER - Customer Profile, Loyalty Memberships, Mobile Wallet

Aug 2017 - May 2019

- Managed strategy, discovery, prioritization, and delivery for 4+ products including *Customer Profile*, *Loyalty Memberships*, and *Mobile Wallet* with global cross-functional leadership across 30+ Engineering, UX, and Data Analytics team members
- Reduced In Store checkout/return time by 15% by launching *Mobile Wallet*, a magically simple payment solution enabling customers to effortlessly combine multiple payment artifacts into a single barcode scan on their App to identify, pay with RedCard or gift card, redeem Circle earnings or coupons, and return items without credit card, receipt, or driver's license
- Launched mobile phone number identification at Store checkout for Circle members and by 2023 nearly one third (28.3%) of store transactions were linked in real-time to the Customer Profile which continues to enrich enterprise data for personalization
- Increased Shipt membership enrollment from 0 to ~500k and same-day delivery penetration from 0-1% in year one by integrating the two platforms and launching membership management experience after Target acquired Shipt in 2017
- Increased annual digital redemption of gift cards by ~2x and average order value by 20-30% (when gift card used) with experience enabling customers to combine multiple gift card balances into one gift card in the *Mobile Wallet*
- Improved RedCard Credit Web application completion rate by 42% by launching first mobile responsive experience that prefilled *Customer Profile* information into forms and reduced steps in application by 66%
- Improved perceived load times by ~3 seconds for Web account dashboard with redesigned experience and new API integrations

Other Work Experience

Senior Product Manager - Customer Profile & Security, Order Management & Tracking - Target	Oct 2015 - Aug 2017
Product Manager - Cart & Checkout, Customer Profile & Security, Order Tracking - Target	Oct 2013 - Oct 2015
Account Supervisor (Digital) - Nestle Purina, KeyBank - Campbell Mithun	July 2011 - Oct 2013
Sr. Account Executive (Digital) - Nestle Purina - Campbell Mithun	Sept 2009 - July 2011
Account Executive (Digital) - Nestle Purina - MRM Worldwide	Aug 2008 - Aug 2009
Marketing Intern - Campbell Mithun	June 2008 - Aug 2008
Digital Marketing & Web Development Intern - Naterra Land	May 2007 - Aug 2007

Extracurricular

FUNRAISER & MARATHON RUNNER Oct 2005 - Mar 2023

Tokyo, London, Berlin, NYC, Boston, Chicago, Minneapolis, Sioux Falls

- Raised and donated >\$20k to Smile Train and Ronald McDonald House charities
- Marathon Finisher (x16), Boston Qualifier (x13), Semi-Elite Distinction (x3), World Marathon Major Six Star Finisher (x2)

MENTOR - Technology & Entrepreneurism Jan 2015 - Apr 2015

Technovation, Minneapolis, Minnesota

- Guided a team of talented middle school girls at Cedar Riverside Community School through a 12-week curriculum to develop a mobile app that solved a problem in their community and to compete against other all-girl led student teams in Minneapolis

Education

Bachelor of Science (B.S.) in Business - Marketing	Sept 2004 - May 2008
University of Minnesota - Carlson School of Management - Minneapolis, MN	