Jonathan Garriss

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**Senior Product Manager**

Revenue-driven and detail oriented professional with 10 years of experience in devising development plans to increase profitability of existent products as well as develop new products for business. Expertise in employing methods intended to re-direct resources, business processes, budget allocation, or other modes of operation that significantly reshape a company or organization. Adept at conducting research and competitive analysis in order to understand market needs and come up with innovative solutions through the business’s product. Exceptional communication ability with a proven record of accomplishment collaborating with key stakeholders in order to achieve business goals and negotiate favorable deals. Demonstrated Success in applying technological advancements to improve operational efficiency. ***Proven expertise in:***

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| --- | --- |
| * Revenue Projection & Business Planning * Automation & Technology * Budget Optimization & Cost Reduction * Risk Mitigation & Analysis | * Product Development & Innovation * Marketing & Sales Strategy Development * Inspiring Product Visions * Roadmap & Product Portfolio Ownership |

**Professional Experience**

Amazon.com – Seattle, WA

**Senior Product Manager, Retail Pricing Team,** 2017 to Present

*Steer vital business development initiatives for continuous scaling and market positioning of nascent businesses.*

Collaborate with cross-functional teams to pioneer innovative city-specific inventory optimizing pricing markdown system. Spearhead a company-wide initiative to revamp Retail Pricing systems and support 3P sellers in a new ‘Sold by Amazon’ program. Supervise the development and implementation of long-term strategies for setting prices of nascent Amazon businesses requiring locally relevant prices; including Prime Now, Fresh, Amazon Go, Amazon Bookstores, B2B, Amazon Campus, and Whole Foods Market private label brands.

***Key Contributions:***

* Improved free cash flow by $30MM annually by minimizing inventory loss for Fresh and Prime Now.
* Increased adoption of Retail Pricing system recommendations from 20% to 95% for new businesses by creating new customizable and locally relevant pricing strategies.
* Led the product development process for 21 products featured in 2017, 11 in 2018, and 7 YTD in 2019 with increasing scope and impact, by composing vision documents and prioritized business requirement docs with user stories, impact analysis, go-to-market plans, and rollout test cases.
* Designed and launched a change management system for retail pricing, which reduced “Keeping the Lights On” busy-work for a team of 100+ SDEs from 60% to 25%.

**Pricing Manager & Marketing Analyst, Amazon Publishing (APub),** 2015 to 2017

Developed innovative pricing algorithms for e-books based on reading behavior attributes unavailable to physical books.

Devised an evaluation strategy to test and launch pricing models and uplift revenue for business development. Administered teams to develop and operate an “Automated Pricing System” to automate pricing decisions based on prior read completion rates, ‘un-put-down-ability,’ book specific elasticity modeling, and search to purchase funnel conversion rate optimization. Initiated data and analytics training, including Excel sessions, weekly SQL office hours, and an 8-week SQL training course to foster a more data-driven working environment and develop the team’s analytical acumen.

***Key Contributions:***

* Enhanced annual revenue by 6% by implementing an automated elasticity based pricing model.
* Led APub to become the first publishing firm to offer dynamic real-time scientific pricing analysis at the title level.

Murphy USA – El Dorado, AR

**Manager,** 2013 to 2014

*Established procedures to bring operational excellence and improve customer service quality.*

Designed a MicroStrategy® dashboard and trained operations team to use more targeted metrics to automate competitor matching response time and counter competitor matching strategies. Created a user interface to score competitor price survey accuracy to flag sites with potentially inaccurate pricing inputs. Automated management reports covering key information, including city-level pricing changes, site gallon trends, margin expectations, and internal business differentials. Monitored fuel service metrics in the Southeast region and ensured best-in-class customer experience.

***Key Contribution:***

* Achieved sale of 700M gallons annually and $70M increased revenue by executing daily business strategies for 227 Murphy USA and Express locations in VA, SC, NC, and GA.

VPS Convenience Store Group – Wilmington, NC

**Senior Fuel Manager,** 2009 to 2013

*Conducted risk management to perform effective counter measures against competitors.*

Developed internal pricing system to optimize fuel cents-per-gallon margin, adjusted budget, and ensured equilibrium in sales velocity and profitability by utilizing VBA and SQL. Analyzed and mitigated risk to minimize instability. Maintained a self-motivated and active working environment to boost market survey efficiency and rapid price change compliance.

***Key Contribution:***

* Concluded the acquisition process of three separate retail chains bringing 200+ sites, 2 new fuel brands, a portfolio of 30+ dealers, and a transport company with 10+ trucks.
* Saved $500K annually in software fees by building data transparent pricing and supply dashboard and UIs.
* Yielded an average savings of 1.25¢ by finalizing negotiation process with Marathon, Shell, BP, ExxonMobil, Phillips 66, Apex, Colonial, Flint Hills, Murphy, Mansfield, and Cary Oil.

*Additional Experience as* ***MBA Consultant*** *in Wilmington Regional Association of Realtors and* ***City Director*** *in Aston English Schools.*

**Education and Certification**

**Master of Business Administration (Finance Focus),** *University of North Carolina Wilmington, Wilmington, NC*

**Bachelor of Arts in English Literature,** *University of North Carolina Wilmington, Wilmington, NC*

**Bachelor of Arts in Philosophy & Religion,** *University of North Carolina Wilmington, Wilmington, NC*

**Technical Expertise:** SQL (T-SQL, PL/SQL, Redshift), Visual Basic (VBA)

**Certificates:** Microsoft Office 2010 Specialist Master in Word, Excel, PowerPoint, and Outlook (2014), UNCW Certifications in Personal, Organizational, & Civic Leadership (2009)

**Awards & Professional Associations:** Amazon Retail Systems Herding Cats Award (2019), VP of MBA Association (2008-2009), Recipient of Most Outstanding MBA Graduate Award (2009), Recipient of Most Value-Added Consulting Team Award (2008), Recipient of Chancellor’s Challenge Top-Ten Student Award (2009), Recipient of J. W. Jackson Honors Scholarship (2008), Lifetime Member of Beta Gamma Sigma Business Honor Society (2009)