Wesley Peck

909.912.9195 | wesley@wesleyp.dev | linkedin.com/in/wesley-peck/ | San Diego, California

Qualifications

Agile & Scrum | Stakeholder Management | Roadmap and Backlog Management | Exceptional writing skills | Acquisition funnels | SQL and Data Analysis | Pricing and Cost Analysis | Business strategy and reports | Data Visualization | Developer Tools | AWS Cloud Technologies | Fullstack web (JS) | Cross-platform mobile (Flutter)

Professional Experience

Amazon Web Services (AWS)
Senior Technical Product Manager
Jun 2022 - Nov 2023

- Owned and managed **product portfolio strategy, vision**, and roadmap for Amplify Studio, a global SaaS devtool
- Created and implemented Amplify Hosting pricing model, leading to 75% retention and high profitability
- Designed and tested **user workflows** for Amplify Gen2 CLI and **infrastructure-as-code iteration cycle**
- Led **zero-to-one** cross-functional product design and implementation of Amplify Gen2 DevOps web console
- Drove 30% growth in 6 months for Amplify Studio by adjusting product roadmap based on customer feedback
- Defined, tracked, and presented data on user acquisition, engagement, retention/churn, and industry trends
- Used SQL and advanced data analysis to **create and standardize KPIs** across all Amplify services
- Conducted research and **user interviews** to identify customer pain points and inform feature prioritization
- Successfully navigated flexible projects with **highly ambiguous requirements**
- Created and presented monthly business reports, including performance, strategy, and **long term product vision**
- Exhibited confident decision making, strong analytical skills, and well-attuned customer empathy

Petco Pet Supplies, Inc
Technical Product Manager
Jun 2021 - Jun 2022

- Owned and managed **product roadmap and backlog** for omnichannel Ecommerce Order Management system
- Managed and influenced stakeholder relationships without formal authority, including C-level stakeholders
- Implemented next-gen sourcing system, **generating $2.5M** annual savings
- Overcame technical constraints to repeat delivery engine feature, **saving over $2M annually**
- Established and managed a data-driven prioritization and road-mapping process that aligned with strategic goals
- Communicated complex topics to stakeholders and partners with varying levels of technical background

University of San Diego
Support Technology Product Manager
Jul 2017 - Jun 2021

- Owned and managed **product roadmap and backlog** for call center and ITSM products
- Designed, user tested, and implemented complex UX for computer repair workflow, reducing user errors by 87%
- Shipped soft-phone call routing feature that **reduced time-to-answer KPI by 75%**
- Led zero-to-one design and implementation of internal webapp (JQuery / PHP) for scheduling and communication
- Rapidly designed and implemented Twilio telephony/IVR MVP **in 3 weeks** to address COVID crisis
- Managed team of 5 full-time and 35 part-time customer service agents for USD Contact Center

Lead Technology Support Analyst
Sep 2012 - Nov 2017

Education

University of San Diego
Masters of Business Administration (Corporate Finance) - May 2019

Azusa Pacific University
B.A in English Literature - May 2012