

## PROFESSIONAL SUMMARY

Experienced executive skilled in launching and selling technical solutions, driving growth across eCommerce, AdTech, FinTech, and eHealth/telemedicine. Proficient in IAM solutions like Okta and SailPoint, emphasizing customer success management, product management, BD & partnerships for big launches & sustained growth

## SKILLS

People Management ★ Blockchain & DeFi Tech ★ Customer Success ★ Identity and Access Management Solutions ★ Okta & SailPoint ★ Data Science ★ A/B & MV Testing ★ Strategic Planning ★ Growth Hacking ★ UI/UX Optimization ★ BI/AI/ML ★ SQL/Big Query ★ Mobile/Web/Social/Live Commerce PD ★ Ecommerce Online Retail ★ Marketplaces

## EXPERIENCE

### INDEPENDENT CONTRACTOR | San Jose, California

#### **CITY OF SAN JOSE - PRODUCT & STRATEGIC LEAD (INTERIM) | Jan 2024 - NOW**

Short-term & project-specific engagements

- Working with City of San Jose on digital strategy for 2024

#### **TRUWORKSPACE - COFOUNDER & VP OF PRODUCT (INTERIM) | Aug 2020 - Now**

- Built comprehensive functional proof-of-concept demo that secured funding (truworkspace.com)
- Closed initial \$2M of seed funding for remote work start-up and launched functional demo product
- Managed product design, development, UI/UX, product specs writing, roadmap and timeline

### HORIZON MEDIA/NIGHT MARKET | Los Angeles, California

#### **VP OF PRODUCT MANAGEMENT, DATA SCIENCE & ENGINEERING | April 2021 - July 2023**

Owned adjacency owned by ad firm, Horizon Media, to accelerate technologies on behalf of clients

- Hired +25 FTE team of data scientists & developers to manage digital channels & new SaaS platform
- Implemented comprehensive transactional data analysis with identity market management practices to enhance customer feedback utilization; while launching a new EFM system to aid in user verification, authentication, data privacy, and maintaining regulatory standards (ie; GDPR, CCPA)
- Launched NEON as flagship 0->1 paid-subscription service to brand clients, offering AI-driven forecasts aggregated data reporting, performance dashboards, and campaign insights [night-market.com/neon]
- Managed \$5M book of business for over a dozen brand clients' retail channels; exceeding \$6M revenue forecast goal within first six months, including channel sales & performance monitoring, campaign strategies & launching, and all client performance monitoring
- Managed Night Market's digital growth strategies, brand marketing/awareness, SEO/SEM & sales for online channels (Amazon, Walmart, Target, Kroger's, Albertsons, etc.)
- Launched multiple social & live-streaming commerce campaigns/events, include cross-channel in-store collaborations (Meta, IG, Twitter, Amazon Live, etc.)

### PINGPONG FINANCIAL | San Mateo, California

#### **HEAD OF BUSINESS DEVELOPMENT | 2019 - 2020**

Online FinTech banking/payment start-up that facilitates cross-border payments & low-cost processing fees for SMBs

- Co-managed US office with US CEO, all BD partnerships & ecommerce marketplace capabilities
- Delivered US front & backend mobile and website platform with blockchain functionalities to enroll new enterprise partners, grow individual payment users, and ensure bank API hooks functioned properly
- Closed +12 new revenue-generating deals, enrolling +5K new payment users, during initial 7 months

## **SIKKA.AI (SIKKA SOFTWARE INC)** | San Francisco, California

### **○ DIRECTOR & HEAD OF MARKETPLACE | 2016 - 2019**

*Telemedicine solution with a single API cloud platform with artificial intelligence & predictive analytics targeting retail healthcare*

- Recruited by CEO to grow retail and subscription e-health marketplace for medical, dental providers and related enterprise
- Grew revenue +\$20M YoY by launching 2x successful multi-platform ecommerce marketplaces, and building new product & service bundles
- Hired and managed +15 FTE Mobile & WebDevs, BD reps, Product Managers, Sales & Marketing orgs
- Closed large strategic & revenue-generating partner deals (Amazon, Hewlett Packard, Delta Dental)

## **WALMART.COM ECOMMERCE** | San Bruno, California

### **○ SENIOR MANAGER II, PRODUCT MANAGEMENT | 2014 - 2016**

*Largest retailer in the world's only online retail ecommerce and marketplace channels*

- Led backend infrastructure development for Walmart.com's B2C & B2B Cross-Border Trade channels
- Launched Walmart's first 3D Printing & Personalization category vertical in under six months
- Won \$1M seed funding for new, bootstrapped 3D Printing-as-a-Service Personalization site
- Designed all marketing, ad units, and social media campaigns for 3D vectored customization tools
- Architected and implemented the global ecommerce flows (FX, shipping, deliveries & returns)

## **FIND & SAVE, WANDERFUL MEDIA** | Los Gatos, California

### **○ DIRECTOR OF PRODUCT MANAGEMENT | 2013 - 2014**

*Retail-focused mobile media company & online circular with +160MM US consumers*

- Designed and launched new price tracking, price monitoring and seasonal deal apps while driving all new site modernization and optimization efforts
- Designed homepage, category, retailer/brand pages for Home Depot, Amazon, Best Buy & Fry's
- Lowered cost of AdWords, Facebook & other campaign designed for relevancy, quality & CPC by 75%
- Managed multiple marketing programs across Walmart.com, subsidiaries, and international sites

## **WISH.COM** | San Francisco, California

### **○ SENIOR DIRECTOR OF PRODUCT MANAGEMENT & BUSINESS DEVELOPMENT | 2012 - 2013**

*Largest mobile e-commerce platform connecting millions of consumers with sellers through a massive global online marketplace*

- Recruited by Wish.com founder & co-founder to run BD by partnering with the best, low-cost wholesalers and retailers to revolutionize mobile ecommerce
- Member of initial leadership team, reporting to CEO & Wish.com founder, managed +30-person team
- Closed hundreds of partner & seller deals, responsible for first sale & monthly revenue (MRR)

## **NEXTAG INC** | San Mateo, California

### **○ PRINCIPLE PRODUCT MANAGER | 2010 - 2012**

*Largest (pre-Google Shopping) online product shopping & marketplace aggregation platform*

- Built up large product team, post-acquisition, to lead all rebranding and remarketing initiatives
- Grew conversions by 10x following new product recall algorithm implementation, along with launching new site features that improved recall quality and discovery by 70%
- Increased top KPIs by 500% after launching Nextag's first customer loyalty programs

**EBAY INC** | San Jose, California

**SENIOR MANAGER II PRODUCT MANAGEMENT | 2007 - 2010**

*Largest global online auction & ecommerce marketplace connecting millions of buyers and sellers across 190M markets*

- Recruited from business school (SCU MBA) to grow and optimize eBay's Global Search Excellence objectives, spanning multiple verticals and countries
- Optimized site navigation experience (+1.5% adding \$20M/year) & search algorithms (1% adding \$13M/year)

**EDUCATION**

**MASTER OF BUSINESS ADMINISTRATION (MBA) - OMIS, MARKETING**

SANTA CLARA UNIVERSITY (SCU), Santa Clara, CA

Dean's List

**BACHELOR OF ARTS (BA) - ECONOMICS**

UNIVERSITY OF CALIFORNIA, SANTA BARBARA (UCSB), Santa Barbara, CA

**BACHELOR OF ARTS (BA) - JAPANESE**

UNIVERSITY OF CALIFORNIA, SANTA BARBARA (UCSB), Santa Barbara, CA