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EXPERIENCE

QVC *A leading global video commerce retailer*

New York, NY

Manager of Product Management – Commerce, Payments, and Identity

July 2024 – Present

Managed product strategy for QVC's commerce, payments, and identity experiences across web, mobile, and streaming platforms

- Launched Apple Pay, Google Pay, Venmo, and Buy Now Pay Later (BNPL) integrations, improving checkout speed by 25% and boosting conversion rates across platforms.
- Directed cross-functional Agile teams across Engineering, UX, Legal, and Data Privacy to align system architecture, enhance payment flexibility, and ensure compliance with GDPR and CCPA standards.
- Reduced vendor onboarding time by 70% by redesigning commerce platform workflows, streamlining operational processes, and optimizing platform integrations.
- Redesigned commerce user flows by conducting customer journey mapping, prototype testing, and stakeholder workshops, defining OKRs and KPIs that improved shopping funnel conversion.

Major League Baseball *The second-largest professional sports league in the U.S.*

New York, NY

Senior Product Manager – Commerce and Payments

August 2022 – July 2024

Served as the Product Manager for the commerce platform for the MLB.TV online streaming business

- Consolidated subscription packages across MLB.TV, streamlining user flows and pricing tiers to drive a 7% uplift in payment conversion rates.
- Grew \$5M in incremental revenue by optimizing the ad-supported free tier experience, enhancing engagement metrics across mobile and web platforms.
- Improved subscription redemption experience on iOS and Android, integrating partner APIs and customer feedback to increase redemptions by 12%.
- Drove a 19% YoY lift in cross-sell revenue by leveraging customer segmentation analytics to personalize offer targeting across MLB's digital commerce platforms.

Cognizant *A Fortune 200 consulting company focusing on digital transformations*

Miami, FL

Senior Consultant – Product Management

August 2020 – July 2022

Served as a Product Manager for a variety of roles including the creation of a fintech app that was acquired for \$100M+

- Developed product roadmap and led MVP launch for a fintech application that achieved a \$100M+ acquisition within 18 months post-launch.
- Built cybersecurity resilience features for a major advisory app, preventing an estimated \$65M loss during a critical cyber-attack by leading technical feature design and rapid deployment.
- Modernized mobile payment architecture for a regional bank, reducing payment friction by cutting transaction steps from 14 to 6, improving customer satisfaction scores.

EDQUANTS LLC *Education technology company that focuses on professional development applications*

Miami, FL

Product Manager

September 2015 – July 2018

Led the creation of digital coaching app that allowed school districts to quantify performance outside of the standardized testing model

- Launched a digital coaching platform for school districts, enabling performance tracking outside standardized testing models and driving an 8% increase in customer acquisition through UX and lead funnel optimizations.
- Reduced onboarding time for new customers by 54% by leading UX research, wireframing (Balsamiq), and MVP prototyping initiatives to address onboarding friction points.
- Resolved critical customer privacy concerns through direct Voice of Customer (VOC) interviews, identifying gaps in data handling policies and launching a new privacy-centered scheduling feature.

ADDITIONAL

- *Technical Skills:* R, SQL, A/B Testing, Jira, Figma, BigQuery, Looker, Power Bi, Miro, Tableau, Excel, PPT, Salesforce
- *Product Methodologies:* Agile (Scrum), Go-To-Market Strategy, Customer Journey Mapping, Stakeholder Management
- *Certifications:* AWS Machine Learning Specialist, AWS Solutions Architect (Associate), SAFe Product Manager (CPOP)

EDUCATION

UCLA Anderson School of Management — MBA, GMAT 720

June 2020

University of Miami — B.A. Finance & Economics, GPA: 4.0

May 2015