

## Product Strategy Leader

Accomplished and multifaceted Product Strategy Leader with over 10 years of experience delivering innovative digital products for Fortune 500 clients. Futurist and powerful storyteller able to distill new technologies into elegant solutions and compelling narratives for addressing strategic business issues and objectives. Strategic thinker with expertise in leading teams through the full creative lifecycle, from ideation to delivery. Meticulous, result-driven leader adept in garnering buy-in and support from stakeholders at all levels of the organization.

## Qualifications Summary

- Delivered future-forward applications to global companies, such as ExxonMobil, Sumitomo Corporation, and GE, saving clients millions of dollars and improving operational efficiency.
- Thought leader in field of software development, specializing in innovative and nascent technologies, such as Artificial Intelligence (AI), machine learning, blockchain, and Internet of Things (IoT). Guest contributed articles published on Fast Company, The NextWeb, Business2Community, Innovation Management, Chief Executive, CEOWorld Magazine).
- Created and ran successful 10-week software development lifecycle internship program [IN(TE)NOVATION] in 2021. Instructed University of Texas's "Designing for A.I." course for Fall 2018 semester, sharing practical industry knowledge with students and educators and nurturing next generation of technologists.

## Career Experience

**Frogslayer, College Station, TX**  
**Principal Strategy Consultant**

**January 2021-January 2022**

Enact strategic planning and execution, including refinement of the CEO's strategic vision and plan, managing the strategic planning process across the firm, and ensuring all strategic initiatives across the firm have a well-defined implementation plan that fully aligns to the vision. Ensure that strategic initiatives align with vision. Led and mobilized firm leadership, special committees, program leads, and outside consultants to support initiatives. Act as a resource across the firm to increase broad cohesion of strategic plans. Direct business development efforts including ideation, pitch, video production, scope definition and manage key production clients.

- Diversified company portfolio with a greater attention to array of supported industries, after years of indexing heavily on legal tech. Expanded services across new verticals, developed new offerings and capabilities, and updated brand identity and focus.

- Revitalized and redesigned thought leadership initiative, creating 20+ industry perspective/education pieces and 8 guest contributed articles; worked with internal teams to establish editorial calendar, strategic pillars, metrics of success, and themes to pursue driven by each stage of the Buyer's Journey
- Wrote all copy and defined brand messaging for relaunched website.
- Created and ran successful 10-week software development lifecycle internship program [IN(TER)NOVATION].

**Hypergiant, Austin, TX**  
**Vice President of Strategy**

**September 2017 - September 2020**

Champion the product vision and growth initiatives of the organization in order to drive alignment with strategic objectives. Direct up to 12 team members on planning, developing, and executing Hypergiant engagements. Serve as AI-Transformation subject matter expert for high-profile clients, such as Nestlé and Sumitomo Corporation. Support ideating and scoping of client pitches and project proposals by being directly involved in brainstorming, idea generation, and pitch presentation. Foster relationships with strategic clients, such as Harper Collins, Schlumberger, Apollo Aviation, McLaren Racing Technologies, TGIFridays, Chesapeake Energy, GE Power, Wingstop, and US Homeland Security. Scripted and produced over 12 videos featuring topics such as promotional case studies, educational content, and R&D.

- Generated \$20M in business in FY2019 by identifying and securing key opportunities with clients.
- Recuperated \$30M per year in costs for client, Chesapeake Energy, by leading the design, development, and deployment of application, WellTender.
- Identified new \$500M market for client, Shell, through new product creation of mobile fueling application, TapUP.
- Diversified revenue streams, adding \$30B in oilfield commerce, for Schlumberger.
- Increased client's HR department efficiency by eliminating 90% of manual tasks through HR relocation tool, Avenue.

**Fjord, Austin, TX**  
**Director of Digital Experience Strategy**

**September 2016 - September 2017**

Spearheaded the development of innovative project initiatives focusing on AI, IoT, and emerging experiences. Facilitated various phases of client engagements, including client kickoff, strategic visioning sessions, and new opportunity generation. Partnered with cross-functional teams to design new products and propose new services to clients.

- Secured 78% of all FY16 revenues with three-person business development team by sourcing key clients and pitching attractive and innovative proposals.
- Contributed to core strategic realignment of business by defining product strategy for the business.
- Clients include WholeFoods, Toyota, ExxonMobil, USPS, and Frontier Communications.

**Chaotic Moon / Fjord, Austin, TX**  
**Director of Product Strategy**

**July 2015 - September 2016**

Helmed organization's product strategy team by leading ideation sessions to create industry leading, on-strategy concepts. Ensured alignment with brand strategy by understanding organizational structure and political dynamics of assigned brands. Gathered and distilled business requirements into technical requirements to ensure cohesive delivery of solutions and minimization of project obstacles. Oversaw team of five responsible for planning, resourcing, and implementing client projects. Mentored and managed teams by providing clear performance goals, coaching through career development, and providing feedback.

- Increased USPS's single package look-up process efficiency by 400% through development of Eagle Eye software.
- Won \$32M contract with Hertz by spearheading the strategy, pitch story, and presentation.
- Clients included Microsoft, USPS, Hertz, Express Scripts, and Subway.

### **Huge, San Francisco**

**2012 - 2015**

#### **Business Analyst Lead, West Coast**

Directed and envisioned product roadmap in alignment with organization's strategic goals. Fostered environment of collaboration to garner consensus on goals, priorities, and requirements for product execution. Documented feature backlogs, product requirements documentation, user stories, use cases, functional specifications to support communication and implementation of product roadmaps. Coordinate with engineering teams to prioritize technical implementations, schedule acceptance testing, and oversee product launches. Formalized Business Analysis processes by rolling out business requirements database, standardizing stakeholder interview guide, and creating formal activities and deliverable guides.

- Overhauled Lexus.com in \$20M redesign and re-platforming project, enhancing administrative and customer experience.
- Achieved increases in referrals and builds-per-visit for J.D. Power Automotive Manufacturer website; drove nine-point increase on overall site.
- Spearheaded business analyst team for FX Networks' "Simpsons World" experience, which included digitalization of 550+ episodes of "The Simpsons" across eight platforms.
- Clients included Lexus, Google, Apple, FOX Networks, Credit Suisse, Half Price Books, and Restoration Hardware Contemporary Art.

### **Huge, Brooklyn, NY**

**2011 - 2012**

#### **Senior Business Analyst**

Owned and delivered functional requirements and specifications documentation for client engagements. Applied object-oriented design and use case modeling to capture functional components. Developed understanding of end-user and administrative users by teaming with user experience leads and technical architects for solution design. Conducted analysis of business solutions by reviewing feedback, identifying performance gaps, and refining requirements for future releases.

- Provided clear and concise requirements and functional annotation documentation for multiple platforms including iOS, Android, Xbox, and Smart TV.

- Clients included Google, Home Advisor, Chase Ultimate Rewards, Target, and Lowe's.

## **Additional Experience**

Quality Assurance / Business Analyst - Huge

Producer, Partner - Spurn Productions

Head of East Coast Training & Community - Foundvalue, Inc.

## **Certifications**

Certified Product Owner (Scrum Alliance)

## **Education**

**Bachelor of Fine Arts, Major: Acting, Minor: Philosophy**

New York University, New York, NY