

EXPERIENCE

WALMART– Bentonville, AR

2018-Present

Senior Product Manager, Pricing

- Delivered MVP for algorithmic pricing allowing merchants to automate pricing via triggers for both stores and eCommerce to maintain Walmart price gap targets
- Digitized management of \$25B of markdowns allowing merchandise operations teams to quickly forecast gross profit via digital markdown tool reducing time to assemble data by 95%
- Improved merchant experience for researching and resolving price-related store remedy tickets through a single new tool that replaced twenty-two disconnected sources of information

CAMPAIGN ARCADE—Durham, NC

2017-2018

Startup offering gamified experience to motivate volunteer groups to fundraise written in Node.js

Founder

- Conducted 50+ user experience interviews resulting in persona creation and user stories
- Managed development team via agile ceremonies resulting in successful sprints and delivering MVP

DANAHER– Loveland, CO

Summer 2016

Summer Product Manager Associate

- Developed strategy to strengthen B2B eCommerce for Hach water analytical instruments

CO-OP POWER – Hatfield, MA

2014-2015

Startup delivering energy-related products and services: \$1M in annual revenue, 28 employees

Outreach and Member Services Manager

- Recruited \$1.5M in funding leads for phase three construction of biodiesel plant from investors
- Spearheaded project management and fundraising for annual conference with over 200 attendees
- Supervised 3 full-time outreach staff to meet weekly qualified lead quotas and managed Salesforce CRM database for products and service sales resulting in over \$1M in revenue

NUESTRAS RAÍCES – Holyoke, MA

2008-2013

Development Corporation developing energy and agri-businesses: \$1M in annual revenue, 10 employees

Chief Operating Officer (2012-2013)

- Problem solved as executive board chair for energy efficiency startup overseeing company's 3x growth to \$4M+ in revenues over 3 years by securing \$75K for capital investment to build out new services
- Cultivated public and private funder relationships resulting in \$600K in new funding and \$1M in continued support for existing programs while supervising 6 full-time program directors

EDUCATION

UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School – Chapel Hill, NC

May 2017

Master of Business Administration, Full-Time MBA Program

HAMPSHIRE COLLEGE – Amherst, MA

May 2008

Bachelor of Arts, Interdisciplinary Degree—*Senior Thesis "Science and Marketing of Sports Supplements"*

ADDITIONAL

- Dual citizenship (USA and Colombia) –fluent in Spanish
- Keynote speaker for 2013 Hampshire College Convocation—Topic: Cleantech Business Development