

Lori Pallagao

Director of Product Management

As a product manager, I enjoy building products that can help transform and grow your company and bring customer delight. I love making things happen by turning thoughts into action.

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Los Angeles, CA

MAJOR ACCOMPLISHMENTS

- Built and executed the operational roll out of 6 new products that increased revenue and contributed to the successful IPO of Coupons.com in 2014 (NYSE: QUOT).
- Proven track record to ship products and self-service tools that help reduce overhead costs by an average of 50%.
- Managed and mentored teams and developed employee onboarding and training programs to support company growth and retention.

SKILLS

Product Management
Product Strategy
E-Commerce
SaaS
MarTech
Project Management
Program Management
Cross-Functional Team Leadership

EXPERIENCE

Tillster

Director of Product Management Oct 2017 - Present

- Provide the strategy and roadmap for Tillster's e-commerce engagement platforms, including digital coupons, loyalty and on-premise services for Quick Serve Restaurant and Fast Casual industries.
- Reduce operational costs by 40% by deprecating legacy systems and transitioning to next-gen platforms and self-service tools.
- Delivered MarTech self-service tool, enabling users to create, execute and monitor promotional marketing campaigns.
- Increased average check size by 8% and consumer engagement by launching and managing the loyalty and coupon platform integration for Hut Rewards, Pizza Hut Canada's loyalty program.
- Launched and managed the loyalty integration and program for Freddy's Steakburgers first loyalty mobile application, resulting in over \$8.9MM in loyalty transactions.

EDUCATION

University of California, Irvine

Jun 2001

B.A., English

Sabbatical

Explorer and Volunteer Aug 2015 - Sep 2017

- Traveled solo to 6 continents and 26 countries
- Learned conversational Spanish and French languages through immersion.
- Volunteered services at Asian Pacific Community Fund (apcf.org), including donation reconciliation, product and tools assessment, troubleshooting, and on-site event set up.

Coupons.com

Director of Program Management Jul 2014 - Jul 2015

- Program managed "Retailer IQ" (RiQ) -- the top company strategic initiative -- a new platform for grocery retailers to deliver personalized shopping experiences and digital coupons to their consumers.
- Achieved company goals to launch 8 new retailers on RiQ and increase end consumer usage by 75%, by executing cross-functional plans and partnering with key stakeholders.
- Built a dashboard to provide executive-level visibility into the launch pipeline.

Director of Product Management Apr 2011 - Jun 2014

- Reduced support needs and overhead cost by 60% by retiring the legacy affiliate solution and migrating 80% of Coupons.com affiliate partners to Brandcaster, a self-service product that enables website publishers to monetize traffic by adding third-party digital coupons and media ads to site pages.
- Achieved 15% retail market reach and 5% revenue increase by launching Brandcaster Retail, a new experience enabling grocery retailers to offer self-advertised digital coupons to their website visitors.
- Implemented initial Net Promoter Score program.

Director of Business Solutions Apr 2010 - Mar 2011

- Program managed launch of "Just for U," Safeway's new loyalty program that delivers personalized offers directly to consumer club cards.
- Launched "Save 2 Card," a new product that allows consumers to load coupons directly to grocery store loyalty cards, by working cross-functionally with business units, engineering, operations and external partners.
- Managed roadmap development and execution by providing project management for the entire product life cycle for Save 2 Card.
- Optimized cross-functional operations for Save 2 Card product by providing training and process documentation for the organization.

Product Manager Feb 2008 - Mar 2010

- Set a company record for prints from a single campaign (8M prints) by developing 4 new vehicles for delivering promotions on Coupons.com and CPG websites.
- Increased productivity by 20% and created a new revenue stream by launching Coupon Creator, a web-based interface allowing clients to create and submit content for publishing.
- Designed and launched Customer Care System for Walmart, enabling Walmart's Customer Care team to respond to customer issues by delivering compensatory coupons by mail.
- Developed QA plans and beta tested new products, features, and enhancements.

Client Services Manager Nov 2006 - Jan 2008

- Managed Client Services team and grew the department by 200%.
- Spearheaded initiatives to increase productivity and service quality by improving internal tools used for content management and performance monitoring.
- Provided product expertise, digital promotion best practices, and marketing campaign consulting to Fortune 500 CPG and grocery retail clients.
- Developed and implemented product training curriculum for Sales team and new hires.

Client Services Supervisor Jul 2005 - Oct 2006

- Supervised team of account managers responsible for the onboarding and launch of promotional campaigns on Coupons.com, partner, and CPG websites.

Waiter.com**Assistant Manager of Customer Service** Feb 2002 - Jun 2005

- Managed team of 6 Customer Service Specialists.
- Increased productivity, sales, and boosted employee morale by implementing employee incentive programs.
- Managed the production of the Waiter.com Restaurant Delivery Menu book.