

Experience

Sparkcentral

Product Manager (2015 - Present)

First product manager hire after head of product – responsible for various reporting and workflow features to help brands support their customers at scale via social and messaging channels.

- Secured the renewals of key customers by delivering a real-time analytics dashboard that team leads use multiple times a day to make critical operational decisions.
- Scaled product operations through introducing beta programs, user study program, jira kanban, roadmapping software, event analytics tools, and weekly goals framework.
- Created and validated a next generation navigation system for the product by leading the team through a google ventures design sprint.

Imatchative

Product Manager (2013 - 2015)

Wells Fargo and TPG Capital funded startup. First product manager; led beta program and engagement for AltX, an investment decision support and monitoring tool for institutional investors.

- Recruited industry professionals for user research studies resulting in clearer understanding of product focus.
- Led a section of the app through a redesign while moving to new front-end language. Worked with an outside design agency to create visual design specs based on company UX research.
- Launched customer communication app Intercom to have easier visibility into engagement. Collaborated with Customer Success team in determining priorities for tracking and messaging.

Traffic Labs

Founder (2012 - 2013)

Built an iOS application for personal restaurant recommendations from friends.

- Raised \$50,000, pitching to over 30 individuals, to fund the design and development of the app.
- Built a team of two developers and one designer with one developer joining as tech co-founder.

Salesforce.com

Account Executive (2011 - 2012)

Began as inside sales at Assistly, a customer support startup that was acquired by Salesforce. Managed key accounts including Square and Eventbrite, helping those companies and others improve their customer support.

- Created email promotions with company marketing team which led to a 10% increase in trial conversions.
- Developed customer development skills which allowed me to be a top producer on a monthly basis.

Education

Crummer Graduate School of Business – Rollins College

M.B.A., Technology & Operations (2010 - 2011)

Rollins College

B.S., International Business (2002 - 2006)

Additional Information

Languages and tools: intercom, balsamiq, sketch, atlassian, inversion, salesforce, mixpanel, segment, wizeline

Interests: soccer, cooking, reading, yoga, organizational behavior