

SUMMARY

Product leader with a proven track record of growth and 15 years experience leveraging strategic and creative thinking skills to breathe life into new and existing products. A natural storyteller with a hands-on approach emphasizing listening to users utilizing data-driven methods mixed with a high level of collaboration and dexterity to deliver engaging products that balance user needs with business requirements.

SKILLS

Team Leadership • Mentor • Strategy & Product Roadmap • Agile Methodologies • A/B Testing • User Testing • Data Analysis • Data Modeling • SQL • Funnel Analysis • Cross-Functional Collaboration • API Integrations • Salesforce Cloud • User Experience & Wireframes • Mobile Platforms, Android & IOS

PROFESSIONAL EXPERIENCE

Director of Product at TuneCore

April 2018 - September 2019

Responsible for product vision and managing a portfolio of products including music distribution (Apple, Spotify, Amazon, etc), publishing, e-commerce, payments, strategic partnerships (Apple, Facebook/Instagram, etc.), data products, social mobile apps and all internal tools for customer management, content review and reporting. Led and mentored product managers, UX and design support and expand the products for web, IOS and Android.

- TuneCore supports more than 250k+ artists worldwide that earned \$308 million in 2018. With a focus on growth of subscriptions, artists' earnings increased 21% for Q1 2019 compared to 2018.
- As a member of the leadership team, led strategic product roadmap discussions and collaborated with cross-functional stakeholders and executives to align on priorities and set expectations
- Technically savvy and partnered with engineering on defining approaches, data models, MVP and user stories managing work with JIRA and Agile Methodologies
- Created a user-centric approach to new products and optimizations leveraging user research, user testing, A/B testing with Optimizely, Google Analytics, Mixpanel, visitor recordings with Lucky Orange and feedback from customer support to proactively monitor new products and remove friction
- Launched a payment and tax gateway API integration with a 3rd party resulting in exceptionally high tax risk mitigation and decreasing fraud plus successfully negotiated user-friendly rates Functioned as product manager and relaunched a publishing platform MVP integrating via API a 3rd party rights administration partner which yielded increased revenue and provided a roadmap for future releases
- Tracked KPIs and conversion funnel to optimize and identify opportunities
- Created a monthly subscription app for music discovery and posting to social networks with hashtag libraries, image tools and analytics (web and mobile app - Android, IOS)

Founder, Product & Strategy Lead for Kmediablox, Inc.

September 2013 - April 2018

Kmediablox was a digital consultancy company focused on larger site overhauls and launching new products. Worked with 12+ clients on media, e-commerce, OTT and more. Leveraged data analytics, user interviews and research to inform recommendations and managed product lifecycle from discovery through product release.

Clients & Special Projects include:

- The Alchemist's Kitchen (thealchemistskitchen.com): Relaunched their blogging and e-commerce platform with a more user-centric discovery method resulting in increased session duration and revenue (2018)
- Kazzam by Party City (kazzam.com): Created the supplier-end experience for a B2C marketplace for this tech startup enabling a party thrower to directly book an entertainer, photo booth, etc. Features include a booking engine and background check integration. (2018)
- Accedo (accedo.tv): Conceptualized their Studio for Pay TV product, rethinking the cable TV experience with a modular approach and enabling clients to customize Pay TV features like TV Guides, VOD, App Stores to Android devices. Created OTT consumer app concepts for a kid's portal. (2017)
- MTV Iggy, The Music Experiment (bit.ly/MTVTME2): Developed a successful social media game that generated buzz and viral traffic to "The Music Experiment" as well as enhanced brand awareness for their sponsor. (2014)

VP Product, Strategy and Business Development at New York Financial Press January 2011- September 2013

NYFP was a news agency reporting from the NYSE, NYMEX and NASDAQ in 6 languages. Created an online video on demand platform, blog presence and video syndication strategy. Developed social media and marketing strategy for newsletters, Twitter and Facebook.

Director of Product Development at ArtInfo.com (consultant) October 2011 - June 2012

Led Product, Audience Development, Creative/UX, Ad Operations and Client Services. Collaborated with Editorial, Sales and Technology to identify and lead new sales integration opportunities and initiatives. Re-architected, rebranded and launched the artinfo.com site and Art Sales Index, a subscription product.

Interim VP Product at NYC & Company (consultant - maternity leave) September 2009 - March 2010

NYC & Co (nycgo.com) is the official marketing and tourism agency for the city of New York. Managed a team of 5 responsible for product management and front-end development through key initiatives including Restaurant Week and multiple projects and sponsorship activations.

Head of Product Development at Artnet February 2007 - November 2009

Managed all Product Development efforts and 3rd party offerings from business goal to final execution leading a team of project managers. Launched the first B2B and B2C curated e-commerce auction platform setting the gold standard for others to follow. Responsible for all client-facing and internal tools as well as subscription products.

AWARDS

The Music Experiment: Clio 2014 - Winner Silver for Best Integrated Music Campaign, Shorty 2014 - Nominee for Best use of Social Media & Best Contest

EDUCATION

Rochester Institute of Technology | Rochester, NY | **Bachelor of Fine Arts (BFA), Photography**