

## S U M M A R Y

Accomplished digital professional with expertise in customer-centric ecommerce product management, delivery and operations with an M.B.A. in Business Computer Information Systems. Proven ability to synthesize customer, business and technical requirements into strategies that drive revenue and customer engagement. Work collaboratively to define and develop solutions, manage multiple projects, as well as direct the team members responsible for these functions.

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## P R O F E S S I O N A L E X P E R I E N C E

Independent Consultant 2017 – Present

Digital project management of re-platforming and enhancements to Salesforce Commerce Cloud (Demandware) on time and within budget. Informed the product management backlog with opportunities to optimize the customer experience. Clients include Shiseido Americas and Ralph Lauren.

Toys“R”Us, Inc. 2008 – 2017

Manager, Program Integration and Website Experience (2011-2017): Optimized the website experience by applying best practices and using online testing, usability studies and personalization software to improve revenue growth and the customer experience.

- Product Manager / Business Lead Cart/Checkout Redesign – Owned the full life-cycle of the project including defining product vision and ideation, business case with success metrics, requirements definition/clarification, vendor management, validation planning and implementation. Worked with a design agency and platform vendor to enhance the functionality and customer experience resulting in a 3.6% increase in order conversion through the 2014 holiday season for the \$1 billion a year business.
- Checkout Optimization – Business Lead defining requirements and/or implementing: Pay in Store tender, Address Doctor address validation, Single Use Coupon, enhanced VBV/3DS flow, PayPal upgrade and Checkout Inline Error Messaging. Enhancements decreased expenses, improved order conversion or fulfilled strategic objectives.
- Online Testing Program Management – Defined the website optimization strategy and roadmap with Adobe Digital UX and engineering to execute A/B test campaigns using Adobe Target. Identified incremental revenue opportunities worth more than \$35M and managed their implementation on the eBay Enterprise platform.
- Usability Testing – Initiated and managed landmark usability studies, including eye tracking and heuristic reviews to identify opportunities to optimize the customer journey and website user experience.
- Website Personalization – Partnered with Certona to leverage analytics and define the strategy, execute, measure and optimize personalized product recommendations throughout the website.
- Oracle ATG Implementation – Managed the Website Experience requirements gathering and business process reengineering for the Agile project. Served as the business integration lead implementing over 40 third-party vendors for the Website Experience Track and Mobile. Additionally, represented the Track for training, consumer data migration and implementation planning.

Project Manager, Global eCommerce (2008-2011): Project management of global TRU initiatives to deliver new functionality for the portfolio of TRU websites. Managed a team of two project managers.

- Cart and Checkout Upgrade – Managed the implementation of a new cart and checkout funnel improving the customer experience and resolving technical issues to improve order conversion rate for the \$500 million a year US ToysRus.com and BabiesRUs.com websites.
- Cash on Delivery – Managed the discovery, definition of scope and requirements for implementing cash on delivery functionality in the Central Europe market. Project included four shipping service levels and a third party reconciliation vendor interfacing with the global ecommerce platform provider.
- Japan Website Relaunch – Managed the scope and requirements definition for migrating the legacy Japan website to the TRU global ecommerce platform. Worked with Japan in-market leadership and corporate global teams to create the organizational structure, relationships and processes associated with customer service, fulfillment, human resources and operations.

Supply Chain Technology Project Manager (Consultant): Project management, analysis and support of technical initiatives related to the website's operational and financial activities.

- Stored Value Solutions Physical and Virtual Gift Cards – Managed multiple vendors and an internal project team to implement a cross-channel physical gift card program and virtual gift cards. New functionality created a single system of record and tools for corporate finance to manage gift card liability.
- Insourced Contact and Distribution Center – Managed implementation of GSI Commerce CRM tools and phased transition of processes in new contact center. Redefined interfaces between ecommerce platform and new warehouse management package (WM, Manhattan Associates) and managed corresponding changes to the web site.
- Vendor Management – Prioritized, initiated and monitored technical projects and defect remediation for the outsourced ecommerce platform (GSI Commerce) and the contact and distribution centers (ShopNBC). Defined service level agreements and contractual obligations to ensure vendor alignment with business objectives.
- Relationship Management – Primary liaison for all contact center, distribution center and financial initiatives and defects between internal, corporate and multiple vendor business partners. Technical advocate for constituents to ensure fulfillment of short and long-term business requirements.
- Subject Matter Expert – Documented the supply chain requirements and test scripting for projects such as: launch of Rugby.com ecommerce website, Newgistics ARN integration and PayPal tender.

Coach, Inc.

2004 – 2006

Retail Systems Project Manager (Consultant): Project management and analysis for various internal and vendor developed initiatives, as well as department resource management.

- Program and Resource Management – Created the tools and methodology to forecast budget and human resource requirements and manage the department resources throughout the project lifecycle. Facilitated weekly management meetings to monitor resources and projects to enable effective execution of multiple projects simultaneously in environment of tight lead times, changing requirements and dynamic staffing needs.
- Store Inventory Availability Enhancement – Managed a team of vendors, analysts, programmers and system administrators to develop and implement software to improve inventory integrity and customer order fulfillment speed. Enabling technologies included: Enterprise Selling inventory locator (Epicor | CRS Retail), PDT host communications (Agilysys), trickle polling process (AJB Software), inventory maintenance (SAP) and OpenView application monitoring (Hewlett-Packard).

Western Union Financial Services, Inc. (First Data Corporation)

2003 – 2004

Project Manager and Business Systems Analyst (Consultant): Defined and implemented a new money transfer to bank account product.

Independent Consultant

1999 – 2003

IT Management roles for companies including Proteam.com, Proxytrust.com and The Edge Company.

Hanover Direct, Inc.

2000 – 2001

Director of Project Management, Interactive Services: Managed Internet based projects and developed a Project Office for the Interactive Services group.

Proteam.com (Genesis Direct, Inc.)

1997 – 1999

Director of Operations Integration (1999): Managed cross-functional projects and resolved operational issues.

Director of Application Support (1997-1999): Led systems integration of acquired companies and start-up ventures for a multi-platform enterprise and the 24x365 software support for all core business applications including: MACS (Ecometry: Mail Order and Catalog System), PkMS (Manhattan Associates: Picket Management System), CommEx (Interworld: Commerce Exchange), Forecast\*21 (Direct Tech), Lawson GL (Lawson). Directed a team of three managers and ten analysts.

Early Experience: Technical roles at Time Warner Music Sound Exchange and Ecometry Corporation.

## E D U C A T I O N A N D C E R T I F I C A T I O N S

Hofstra University, Hempstead, New York  
M.B.A.: Business Computer Information Systems

2002

Florida State University, Tallahassee, Florida B.S.:  
Marketing and Multinational Business

1990