

## ENTERPRISE PRODUCT LEADERSHIP | DIGITAL PRODUCT STRATEGY | TRANSFORMATIONS

**Product Leader** for enterprise **Fortune 500** organizations, scaling platform innovations, adopting AI, and driving meaningful impact. With **\$90M+** at stake, experience building high-performing teams, aligning on strategy, and leading transformations at **Estée Lauder** and **Williams-Sonoma**. Known for solving ambiguity, translating ideas into action plans, and building strong product organizations.

### Core Expertise

- Product Strategy and Leadership: Enterprise Transformation, B2C/B2B, Ecommerce, SaaS, Executive Alignment.
- Platform and Data: Platform Modernization, APIs, Data & Analytics, Testing, Release & Risk Management.
- Tools and AI: JIRA, Confluence, Figma, Slack, Analytics & BI tools, Claude Code, ChatGPT, Gemini, Firefly, Midjourney, Canva.

### Experience

**Product Leader** | *Independent Consultant* | Bergenfield, New Jersey, August 2025-present

- Led product strategy and platform modernization for a **\$60M** SaaS business, redefining the flagship product to improve customer experience, unlock new growth vectors, and strengthen competitive positioning.
- Directed a UX transformation for a mission-critical platform serving **10K+ users** and **20M interactions** a month, balancing customer needs, technical constraints, and Accessibility, Security, and HIPAA consideration to drive development.
- Built and launched a live consumer app end-to-end: product strategy, UX design, and technical implementation using Claude Code. App includes authentication, real-time database, and push notifications.

**Senior Product Manager (Platform Strategy & Innovation)** | *Williams-Sonoma* | Dayton, New Jersey, August 2024 – May 2025

- Directed platform strategy within a multi-brand enterprise transformation impacting **500+ stores and \$8B in revenue**, driving modernization across **9 luxury retail brands**, including Pottery Barn and West Elm.
- Built and led 10-person cross-functional pod, budgeted at **\$1.25 million/year**, establishing delivery models and ways of working.
- Launched a core API integration enabling a SaaS-based social commerce platform, expanding engagement and social proof across **15 markets** in the U.S. and Canada.
- Owned UX strategy delivering a **\$150 RPV** (Revenue Per Visit) lift and **+465 bps CVR** (Conversion Rate).
- Recognized with a Release Readiness Award for scalable workflows, cross-team alignment, and predictable delivery against executive milestones.

**Senior Product Manager (Enterprise Strategy & Modernization)** | *Estee Lauder* | New York, New York, July 2022 – July 2024

- Served as strategic lead for Clinique, Estée Lauder's **#1 brand** by order volume, with end-to-end responsibility for global product strategy, API integrations, and platform capabilities.
- Evaluated and considered **30+ AI and SaaS solutions** across content generation, personalization, chat, diagnostics, taxonomy, and gamification, envisioning emerging capabilities as production-ready experiments.
- Delivered high-impact wins, including the launch of "Add to Bag" across all product listing pages, driving **+\$5 AOV** (Average Order Value) and **+267 bps CVR** (Conversion Rate). Improved page load by **3–8 seconds** across 100s of pages.
- Enabled monetization through AI personalization, subscriptions, BNPL (Buy Now, Pay Later), and third-party integrations.

**Product Manager** | *Estee Lauder* | New York, New York, August 2021 – July 2022

- Owned strategy, delivery, and data-driven prioritization for 38 B2C sites, representing 1/3 of Clinique's global revenue.
- Transformed delivery velocity by introducing metrics-led Agile execution, reducing time-to-market from 6 months to 6 weeks and restoring confidence among senior stakeholders.
- Drove multimillion-dollar business impact through targeted UX and data improvements: \$4.2M annualized lift by reconfiguring product filters to reduce customer friction; \$3.3M projected lift through a full navigation redesign aligned to the new platform.
- Presented outcomes and roadmap decisions to 570+ stakeholders, including executive leadership, engineering, QA, UX/UI, ecommerce, and marketing teams.

**Product Owner** | *Estee Lauder* | New York, New York, January 2020 – August 2021

- Acted as technical product lead for a team of 8-10 senior React/Drupal developers and QA engineers in a SAFe Agile environment, consistently delivering 90-95% of committed objectives.
- Scaled an enterprise platform across a global digital portfolio worth \$17B, spanning 150+ countries, 25+ brands, and 350+ websites, ensuring reliability, performance, and accessibility.
- Led platform-wide initiatives, including backend data model expansions and front-end data retrieval, large-scale refactors, and QA automation efforts to improve stability and speed.
- Presented delivery outcomes to 160+ stakeholders, showcasing wins that benefited both business and engineering.

#### Product Analyst | *Estee Lauder* | New York, New York, July 2019 – January 2020

- Established early data governance foundations by designing a shared global filter library with 100s of entries across 25+ brands.
- Designed the SKU-level taxonomy and data structures for all 300+ products on Jo Malone London, distilling complexity into scalable data points to be consumed by the enterprise platform.

#### Digital Product Manager | *Royal Wine* | Bayonne, New Jersey, October 2018 – May 2019

- Led B2B and B2C digital commerce initiatives across ecommerce, Amazon, content platforms and social media, driving +33% YoY traffic growth and selling out of holiday gift sets in under 2 weeks.
- Led marketing and operations to scale digital execution across a portfolio of 100 brands and 4,000 SKUs with global distribution.

#### Ecommerce Product Owner | *Bare Necessities* | Edison, New Jersey, November 2014 – October 2018

- Owned core ecommerce capabilities supporting 7,000 products on site, and 200 unique sales a year that accounted for 67% of this \$90M digitally native business.
- Drove outsized revenue impact through experimentation and UX optimization, including increasing a primary acquisition offer from \$1.4M to \$7M in three months.

#### Developer | *iPoint Web Design* | Linden, New Jersey, March 2007 – November 2014

- Built and delivered 90+ custom digital products across ecommerce, payments, and marketing, establishing deep technical fluency that informs platform and API leadership today.

### Professional Development

- CommerceNext: Join senior ecommerce leaders and startup founders at conferences and executive events.
- Panelist, JWE Conference 2024: Thought leader on spotting trends in business, testing trends, and translating them into growth.
- The Wharton School x Estée Lauder: Participated in lectures on decision-making and crisis management.
- Women in Technology & Women's Leadership Networks, Estée Lauder: Joined special leadership events for women.
- SAFe® Product Owner / Product Manager Certification: Applied Agile-at-scale practices within enterprise product organizations.

### Education

#### New York University, M.A., Industrial/Organizational Psychology

GPA: 3.89 | MA Scholar. Focus: Organizational Leadership, Executive Coaching, Research Methodology, Advanced Statistics

#### New York University, B.A., Psychology

GPA: 3.77 | Dean's List | NYU Scholar.