

Google Inc.

Pittsburgh, PA

Product Operations Manager, gTech Ads

June 2016 – Present

- **Launch management of major eCommerce ad products**, including public launches: Brand Showcase Ads, Product Placement Ads, Local Inventory Ads, and Shopping Delivery Dates within Google Merchant Center (aka Google Shopping), resulting in >\$500M in new advertising revenue.
 - **Design of support infrastructure**, internal/external training, beta/alpha client pipelines, implementation processes, troubleshooting workflows and capacity forecasting/planning.
 - **Steering of usability, serviceability and scaling strategy**, with heavy collaboration with product managers, engineering teams, and sales representatives.
 - **Designed and tested 'Customer Journeys'** with direct contributions to UX/UI design and product feature set.
- **Program management of process improvement team** with 25+ members to streamline support consult paths and escalations within Google, to reduce total customer wait time by 50,000 hours annually; our version of a Kaizen team focused on Google Shopping serviceability.
 - **Managed team-wide strategic goals**, organizing and prioritizing work from an interdisciplinary team, allocating human and machine resources through multiple sub-project lifecycles.
 - **Designed and launched issue reporting pipeline**, identifying bottlenecks from leading metrics in case management systems to prioritize initiatives accordingly.

Retail Solutions Consultant, Channel Intelligence

May 2013 – June 2016

- **Launched and managed a support team of 35+ support agents**, covering over \$2B in annual ad revenue.
 - **Full deployment of a new support team**, including design of quality framework, utilization analytics, cost-to-serve models, and knowledge management system.
 - **Quarterbacked 3 'cyber weeks'**, managing on-call escalations and support interventions for our top 100 B2B retailers (inc. Target, Wal-Mart, etc.).
- **Computed, curated and communicated business analytics** to reduce headcount costs, enhance support quality, maximize vendor utilization and efficiency. Mined for data across multiple datasets using SQL, VBA, and statistical models (multivariate regressions).
- **Created product requests with supporting business cases**, organizing operational teams and development efforts, including reducing internal alerting by >30%, **saving over \$100k in annual vendor capacity**.
- **Lead team trainings for employees and vendors** located in Shanghai, China and Gurgaon, India to enable smooth sailing for customers during the critical shopping season.

Siemens Industry, Inc. DT LDP/AP

New Kensington, PA

Sales Application Engineer

July 2011 – May 2013

- **Technical sales, focused on solution development for engineered products**, responsible for P&L, pricing, and competitive positioning. Responsible for >\$50M annual sales of complex industrial systems.
- Expertise in variable-frequency drive systems (VFDs) and AC motors in excess of 50,000 HP; system integration; managing quotations, specification review and direct client communication.
- Managed a multi-year frame agreement worth \$10M for the largest petrochemical facility in the world in Saudi Arabia.

Elliott Group (formerly Elliott Company)

Jeannette, PA

Business Development Application Engineer:

October 2009 – June 2011

- **Managed the development of pricing software** that could estimate the cost and market price of multi-million dollar turbomachinery projects within 2.5% accuracy.
- Designed software flow and worked directly with vendors to produce revolutionary quotation system still in use today.
- Created complex algorithms to evaluate the manufacturability and costs for large-frame steam turbines and compressors up to 70,000 horsepower.

Education

Carnegie Mellon University , Tepper School of Business	Pittsburgh, PA
Master of Business Administration, Concentration: Strategy	May 2015
Carnegie Mellon University , Carnegie Institute of Technology	Pittsburgh, PA
Bachelor of Science in Mechanical Engineering, Dean's List	May 2009

Activities and Hobbies

- **Entertainment production:** Extensive background in lighting design, stage management, and event production.
- **Volunteering:** American Society for Mechanical Engineers, Engineers Without Borders, TreePittsburgh, Sierra Club.
- **Design/Creative Software:** Photoshop, After Effects, Premiere, Illustrator
- **Engineering Software:** SolidWorks (including CFD, FEA simulations), Fusion 360, SketchUp
- **Statistics and Utility Software:** MATLAB, Java, JavaScript, VBA, SQL (Dremel, Duplos, other Google internal tools), AppScript.
- **Music Festival Consulting:** Marketing, business development, and project management for the Great Blue Heron music festival. Lead digital marketing manager, reversing ticket sale decline to grow 15% YoY for past 3 years. Curator of social media postings, managing agency contracts, digital asset management, and lots of technical housekeeping.
- Recovering wedding photographer, active music producer, and frequent motorhome driver. Camping, hiking, snowboarding, rock climbing, pretty much anything outdoors.