

WORK EXPERIENCE

OLO – Product Manager, Consumer Experience

Jan 2014 – Present

Responsibilities

- Maintain the roadmap for the iOS, Android, desktop and mobile web apps, and the API. Olo is a white-label e-commerce platform that enables food ordering for brands like Chipotle and Applebee's.
- Identify, plan and release features focused on the ordering experience for consumers. Focus areas include reducing time to checkout and incentivizing users to checkout as a registered user versus as a guest.
- Create wireframes and build interactive prototypes for potential features based on requests from clients, external partners and other stakeholders in order to determine viability and scope prior to full implementation by the engineering team.
- Analyze historical user and order data in order to measure post-implementation success, discover potential user pain points and identify new areas of focus.
- Act as a key liaison for third parties looking to build their own enhanced ordering user experiences on top of the Developer API.

Key Accomplishments

- Redesigned the user experience for the order completion page to provide users with a better presentation of their order details. The redesign introduced several customizable components that brands can leverage for increased engagement with customers post-checkout, including soliciting feedback, providing follow up offers and social sharing.
- Launched a new integration standard for the loyalty feature of the platform, enabling third party providers to integrate with the platform in a consistent manner while also ensuring a more streamlined user experience.
- Designed and coded a web-based tool used for gathering assets (images, fonts) and other marketing requirements for brands looking to tailor the white-label platform to their needs.

SALESFORCE – Senior Member of Technical Staff, Marketing Cloud

Mar 2011 – Dec 2013

Responsibilities

- Act as Technical Lead managing an engineering and QA scrum team of 6 dispersed across the United States and Canada.
- Implement and maintain key features of the platform related to user management, permissions, client onboarding and the ingestion of data from social media networks including Facebook, Twitter, Google Plus and LinkedIn.
- Maintain feature parity on the platform by quickly implementing new features released by the various social media platforms.
- Ensure engineering alignment with product strategy by coordinating with other technical and product leaders within the organization to make strategic technology decisions.
- Manage agile processes including the creation of user stories, daily scrum, sprint planning, code reviews, resource management and release planning.

Key Accomplishments

- Sped up client onboarding by implementing new internal administration used for configuring and managing clients and their access to features on the platform.
- Evaluated and validated the integration points between the legacy Buddy Media, Radian6 and Salesforce platforms by creating numerous proofs-of-concept focused on areas such as data sharing, user authentication and identity and presenting to senior management for approval.

THE BANK OF NEW YORK MELLON – Vice President, Application Architect

Jun 2007 – Mar 2011

Responsibilities

- Joined as part of a 2-year training program rotating within various technology divisions of the firm.
- Assigned to the Asset Management division with a focus on technology standardization for key tools used across 20 globally dispersed Asset Management subsidiaries for functionality as such as trading, compliance, risk and document sharing.
- Analyzed the roster of products used across the subsidiaries to evaluate benefits and other ramifications such as cost for migrating to a shared platform.

Key Accomplishments

- Devised the pricing models used in sales pitches for internal technology projects, a key factor in build versus buy decisions.
- Led the technology strategy for the creation of a document sharing and collaborative portal for 4,000+ employees. Identified core features for the portal and created a prototype to get business feedback and to further iterate on requirements.
- Ensured that the solution met risk, compliance and other regulatory needs by working with cross-functional internal groups.

EDUCATION

CARNEGIE MELLON UNIVERSITY

2005 – 2007

Master of Science, Information Networking (Specialization: Technology Strategy and Management)

UNIVERSITY OF THE WEST INDIES

2002 – 2005

Bachelor of Science, Information Technology and Accounting (First Class Honors)

Other Classes and Skills: Omnigraffle wireframing, Information Architecture, Web Usability, Design Principles, iOS, Python, ReactJS.

Affiliations: National Society of Black Engineers

PERSONAL PROJECTS

THE JET SET GUY – Custom travel blog built using ReactJS, NodeJS and Webpack.

NEXT TRIP – iOS Wallet pass that allows users to track the destination and days until their next trip using the Triplt API and NodeJS.

WHERE TO NEXT – Web app that suggests countries to travel to, based on similarity to previously visited countries. Posts on Twitter and Instagram mentioning the countries were analyzed using Python data science libraries to group countries together.

MONEYMAPP – Sample iPhone app that enabled users to track spending at venues that they “check-in” to on Foursquare.