

Product and AI strategist who builds as well as advises, with 12+ years across agency and in-house product, including seven years at the global experience agency Huge. Defines AI-enabled product visions and personalization strategies for enterprise clients, then leads the cross-functional creative, engineering, and product teams that build and ship them. A trusted advisor to C-suite stakeholders, brought in on high-stakes, ambiguous problems and relied on to turn them into product that launches. Grows the product strategy craft and the people in it.

EXPERIENCE

Director, Product Management

2019 – 2026

Huge Inc.

Global digital experience agency · Promoted Associate Product Director → Director, April 2023 · New York

- Led product and AI strategy across concurrent enterprise accounts in financial services, SaaS, eCommerce, consumer goods, energy, and media, owning the full arc from vision and discovery through definition, build, and multi-team delivery.
- Led product strategy for Candescent's Intelligent Banking vision (1,300 financial institutions, 30M users, –62 NPS): owned discovery, segmentation, and the behavioral Modes personalization architecture, and co-created a four-pillar AI banking strategy that turned a C-suite redesign ask into a buildable, roadmapped vision.
- Directed enterprise design-system and CMS architecture and delivery across Carrier, Darling Ingredients, and ExxonMobil, leading large creative, engineering, and product teams through multi-brand, multilingual builds with content and design governance.
- On SharkNinja's commerce replatform (Salesforce SFRA), built the conversion measurement framework, journey maps, and functional-requirements blueprint, and carried the program from platform-first to experience-led through to launch.
- Served as Pitch and Vision lead on new-business pursuits (Penske Digital Fleet, Boost Mobile, Eargo), turning research and experience audits into product strategy that won new business and grew into funded, multi-phase delivery.
- Built a library of reusable AI agents and workflows for discovery, briefing, and competitive analysis, adopted across the Product craft to make strategy faster and more consistent.

CORE COMPETENCIES

STRATEGY & VISION

Product Strategy · AI Product Strategy · Product Vision & Discovery · Personalization Strategy

BUILD & DELIVERY

Definition & Requirements · Roadmapping & Prioritization · Product Lifecycle (Discovery → Launch) · Measurement & OKRs

LEADERSHIP

C-Suite & Stakeholder Management · Cross-functional Leadership (Creative, Engineering, Product) · Team Leadership & Mentorship

SPECIALISMS

Pitch & Vision Leadership · New Business · Business & Operating-Model Design · Digital Transformation

TOOLS & PLATFORMS

AI & ANALYTICS

Claude · Gemini · NotebookLM · GA4 · Adobe Analytics · Adobe Target

DELIVERY & DESIGN

Jira · Confluence · Notion · Coda · Airtable · Miro · Figma (FigJam, Figma Make)

PLATFORMS

Adobe Experience Manager · Salesforce / SFRA · Shopify · Contentful · Drupal · HubSpot

EXPERIENCE (CONTINUED)

Lead Product Manager2016 – 2019

Elephant

Digital product & strategy agency · New York

- Led delivery of the fully digital Marcus by Goldman Sachs savings experience, turning a manual, in-person process into a seamless online product and working with Goldman's legal and compliance experts to redefine the rules for digital account opening, one of the first fully digital savings products in the US.
- Helped build Flourish (Stone Ridge Asset Management) from the ground up, a cash and wealth product for RIAs that now serves 1,100+ firms and supports \$2.6T+ in assets.
- Led an embedded cross-functional team, including 10+ engineers, through disciplined agile and Scrum from roadmap and requirements to launch for financial and healthcare clients (Goldman Sachs, Teva, Stone Ridge).
- Introduced rapid iteration and A/B testing (Adobe Target) into post-launch optimization, lifting acquisition conversion ~60% for a flagship client.

Lead Product Manager2014 – 2016

LifeReimagined.org by AARP

Consumer platform · Multimillion-dollar product budget

- Owned roadmap, a multimillion-dollar budget, and end-to-end delivery for a consumer engagement platform with partners including Oprah, Dr. Phil, and William Morris Endeavor, leading a cross-functional team of about 36 through agile and Kanban.
- Built a data-driven content recommendation and personalization system based on user engagement.

Earlier Experience2009 – 2014

Product & Marketing Strategy

BrandLoyalty · SemGroup · Intertek Caleb Brett

- Shaped SaaS business-model and monetization strategy, customer segmentation, and retention for retail and CPG clients; drove energy-sector business development and go-to-market.

SELECTED CLIENT ENGAGEMENTS

FINANCIAL SERVICES

Candescent (Intelligent Banking) · Willis Towers Watson · Goldman Sachs · Stone Ridge Asset Management

NEW BUSINESS & VISION

Penske Digital Fleet · Boost Mobile · Eargo · Candescent

ECOMMERCE & CONSUMER

SharkNinja · SK-II (P&G) · The Ring

ENTERPRISE PLATFORMS & GOOGLE

Carrier · Darling Ingredients · ExxonMobil · Chrome Enterprise · Think with Google · Android

EDUCATION

B.Sc. International Marketing & Entrepreneurship
Lausanne Hotel Business School, Switzerland

Digital Marketing Certificate
New York University

LANGUAGES

English · French

RECOGNITION

Webby (2026 · The Ring)
Creativepool (2025 · Darling Ingredients)
Webby & Creativepool (2024 · Android)
Creativepool (2024 · Chrome Enterprise)
Webby (2022 · SK-II)

INDUSTRIES

Financial Services · SaaS & B2B Tech · eCommerce · Consumer Goods · Energy · Media