

First Name Last Name

City, State

Phone Number | Email Address | LinkedIn URL

EXPERIENCE

Senior Product Manager, Data Services — *Ticketmaster*

AUGUST 2018 - PRESENT

In my current role at Ticketmaster, I lead a team of 35 that is focused on building a global data platform encompassing all Live Nation businesses, with a focus on ingesting and normalizing datasets for marketing, analytics and reporting use cases. In 2019, our team implemented a Customer Data Platform, creating new sponsorship revenue opportunities estimated at \$100MM AOI. In 2020, our focus is to build a platform that increases the usage of data across Live Nation, through improved governance, integration capabilities, and easy data ingestion.

- **Product Management:** Roadmap definition & delivery is one of my core responsibilities as lead product manager for Data Services. On a day-to-day basis, I oversee the following teams:

- *Platform* - Focused on building the data platform & tools to improve engineering capabilities across the organization. Key projects include: Data Catalog tool research and pitch/funding, implementation of Databricks for improved ETL functionality, developing a testing framework to automate ingestion QA.
- *Data Engineering* - Focused on taking datasets and delivering value to business through client data enablement. Key projects include: CCPA compliance across all datasets and tooling (10+ products), support creation of client reporting & internal BI tooling, delivery of COVID-related initiatives in a four-month window: Maestro Live Streaming, New Credit Redemption program.

- **Leadership & Strategy:** I currently lead our product team and manage the work for our Engineering counterparts, which includes 31 engineers that are spread out across all time zones in the US. In addition to my product management responsibilities listed above, I also oversee product strategy activities used across our team, including product persona creation, customer journey mapping, story mapping exercises, etc.

- **Data Integrity:** My time at Ticketmaster has brought a renewed importance on the quality & security of our data. Tactical projects include: define and sculpt our CCPA & GDPR requirements & architecture, data quality scoring & automation, health check frameworks to ensure pipeline stability.

- **Tooling Experience:** Snowflake, Teradata, Databricks, Collibra, Elasticsearch, Kafka, Kinesis, S3, Grafana, Streamsets, Graylog, JIRA, Tableau, DOMO

Product Manager, Pixel Operations — *Ticketmaster*

JUNE 2017 - AUGUST 2018

In my first role at Ticketmaster, I focused on data collection on the user-facing platforms, including web and mobile. My key project during this time was releasing an Enterprise Data Layer Model that was adopted by Ticketweb, Front Gate Festivals, Account Manager, and multiple other ticketing platforms. It continues to be the model that is used by Live Nation mobile and web platforms.

- **Product Management:** I oversaw a team of engineers dedicated to the collection and standardization of data from Live Nation's websites and mobile apps. This included managing integrations across third party tools: Omniture, Google Tag Manager, mParticle, etc.

- **Project Management:** During my time in this role, we did not have a dedicated Project Manager. I acted as the Project Manager for a team of four engineers, and successfully managed via Kanban.

- **Marketing Operations:** Our team oversaw the implementation of marketing tags on the front-end of all Live Nation products. We developed a tagging infrastructure that reduced the need to place the same tags on multiple sites, reducing developer time and user error.

- **Tooling Experience:** Omniture, Google Tag Manager, mParticle, Javascript

Product Owner - Presence & Content Marketing — *Aloompa*

JULY 2016 - JUN 2017

Aloompa is the leading provider of mobile technology for live events. My focus during this time was on productizing Presence, our geolocation solution - during my time overseeing the product, our revenue increased 400% YOY. This included a rise in client spending on average of \$3k more per deployment than they did the previous year.

- **Sponsorship Products:** I oversaw large-scale on-site initiatives for clients like Coachella, Bonnaroo, Outside Lands, Rodeo Houston, X Games, AMEX, H&M, Budweiser, etc.

- **Product Management:** I worked closely with our development team to create and groom new features including direct involvement in feature usability, analytics and tracking, and product marketing.

- **Thought Leadership:** I managed all marketing collateral for the company, including the release of our Festival Demand Report, a chart that ranked artists by a proprietary scoring system based on schedule counts, festivals played, etc.

Product Specialist — *Aloompa*

JULY 2015 - JULY 2016

In my role as a product specialist, I managed Aloompa's newest product, Presence, a state-of-the-art proximity platform that utilizes beacons and geofences to drive attendee insights and sponsorship opportunities.

Marketing Strategy & Reporting — *Rockhouse Partners*

FEBRUARY 2014 - JULY 2015

Rockhouse Partners is a technology-based marketing agency advancing the way entertainment properties engage and activate fans. Rockhouse Partners is a subsidiary of ETIX. My responsibilities included:

- **Strategic Marketing:** Team leader for creation and deployment of key marketing initiatives, including email, advertising, content creation plans, and web product launches. All marketing was focused around the goal of selling more tickets for venues and festivals, driving revenue for both Rockhouse Partners and ETIX. Some clients included: X Games Austin, Carolina Country Music Festival, Music City Bowl, Harlem EatUp

- **Post-Event Reporting:** Utilized marketing campaign data to derive and create post-event dashboards that recapped our involvement in the event, as well as provided metrics on how our involvement increased overall revenue and brand value.

EDUCATION

University of South Carolina — *B.S. Sport & Entertainment Management*

2010 - 2014