# Venecia Robles-Zavala

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Location: Scottsdale, AZ

## Executive Summary

Strategic and results-driven Director / Vice President of Product Management & Global Analytics with 15+ years of experience leading digital transformation, enterprise analytics, and data-driven product innovation across financial services, aviation, and technology sectors. Recognized for defining and executing long-term product strategy, building high-performing global teams, and translating complex data insights into business growth.

Expert in Agile and SAFe methodologies, cloud-native product development, and AI-enabled analytics platforms. Skilled at balancing strategic vision with delivery execution to achieve measurable impact—driving revenue growth, efficiency gains, and superior customer experience across global markets (U.S., Canada, EIMEA, APAC, LATAM).

## Core Competencies

Product Strategy & Roadmap Development • Data-Driven Decision Making • Global Product Leadership • Digital Transformation • Cloud & Microservices Architecture • AI/ML & Generative BI • Go-to-Market Strategy • Stakeholder Alignment • Agile / SAFe Leadership • KPI & Metrics Design • User Experience Optimization • Business Case Development • Risk & Financial Analytics • Data Governance & Process Optimization

## Professional Experience

* Marsh – Scottsdale, AZ

Director / Vice President, Global Product Management – Data & Analytics Transformation | Jun 2024–Present

• Defined and executed global product vision for the Blue[i] Risk Financial Optimization (RFO) Platform, integrating Cyber, Casualty, and Property data into a unified analytics ecosystem that increased operational efficiency and revenue by 25%.
• Delivered a Risk Financial Optimization Simulation Engine enabling real-time portfolio forecasting, achieving a 352% ROI and $13.1M revenue impact through advanced modeling capabilities.
• Established a high-performance product management culture, embedding data-driven prioritization, human-centered design, and Agile delivery principles across distributed teams.
• Designed and implemented self-service analytics interfaces improving storytelling and customization, projected to increase client revenue by 23%.
• Managed global stakeholder relationships and governance across U.S., Canada, EIMEA, APAC, and LATAM, ensuring strategic alignment and consistent delivery excellence.

* Southwest Airlines (APEX) – Gilbert, AZ

Senior Product Manager, Strategy & Innovation (Consultant) | Oct 2023–Jun 2024

• Directed strategy and development for a next-generation workforce analytics and time management platform using microservice architecture and real-time data integration.
• Built and led cross-functional Agile teams to deliver roadmap milestones and KPI-driven results across TechOps and unionized workgroups.
• Developed context diagrams, product backlogs, and wireframes (Figma) to modernize employee systems, reducing manual workflows and enhancing mobile access.
• Partnered with executives to identify modernization priorities across 12 legacy products and led vendor engagement to deliver cost-optimized solutions.

* Wells Fargo Bank (APEX) – Chandler, AZ

Product Manager, Digital Modernization (Consultant) | Jul 2022–Apr 2023

• Led strategy for the Global Customer Journey Platform, enabling AI-driven fraud detection and risk analytics for e-trading and payments.
• Pioneered blockchain-based process optimization for intrabank trades, enhancing compliance and transparency.
• Improved customer experience through data-driven process enhancements, boosting satisfaction by 20% annually.
• Partnered with compliance and data teams to ensure platform modernization aligned with SEC and risk standards.

* Charles Schwab (APEX) – Phoenix, AZ

Product Manager, Data Analytics & Automation (Consultant) | Nov 2020–Jul 2022

• Spearheaded design of AI-powered robotic process automation (RPA) to detect financial fraud and validate e-trading transactions in real time.
• Introduced blockchain and digital asset analytics to improve global risk oversight and AML/KYC compliance.
• Developed comprehensive product documentation and risk playbooks supporting enterprise-wide adoption.

* American Airlines – Tempe, AZ

Product Manager / Product Owner | Oct 2015–Oct 2020

• Delivered the first Flight Crew Electronic Trade Board, automating 120,000 monthly trades and saving $1.5M annually.
• Created the “Crew Portal” mobile platform integrating flight scheduling, communications, and real-time notifications.
• Led Agile teams to deliver multiple MVPs and subsequent enhancements aligned with enterprise roadmap priorities.

* US Airways – Phoenix, AZ

Senior Business Analyst / Product Owner | Sep 2013–Oct 2015

• Designed and launched the first mobile-enabled crew scheduling system, saving 1,200+ monthly labor hours.
• Produced business cases, process flows, and UX mockups driving FAA-compliant cockpit digitalization.
• Partnered with global teams to deliver iPad-based operational solutions across the airline network.

* Apple Inc. – Gilbert, AZ

Business Specialist | Nov 2010–Oct 2013

• Partnered with business clients to integrate Apple solutions into enterprise operations for productivity and sustainability.
• Supported FAA-approved iPad adoption in airline cockpits, replacing physical manuals and streamlining compliance.

## Education & Certifications

American College for the Applied Arts – B.S., Business Administration

Certifications: MIT Innovation Acceleration Program • MIT AI in Healthcare • PMP • ACP • Certified Product Owner (CPO) • Certified Agilist (SA) • Scrum Master • UX Design • Human-Centered Design Thinking • CBAP (IIBA)

## Awards

Air Operations Integration Award • Microsoft Award for Excellence • SWA Recognition of Appreciation • Hack War Grand Prize (American Airlines, Microsoft, Pivotal Software)

## Technology & Tools

Power BI • Tableau • Qlik • Azure • AWS • SQL • Python • Alteryx • Databricks • Snowflake • Salesforce • ADO • JIRA • Confluence • Figma • Miro • Gen AI • Generative BI • Blockchain • Unit21 • SAP • JavaScript • DevOps • Clarity • Planview