Peter Perez

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|  | **Senior Product Management Leader & Strategist** |  |
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Accomplished, forward-thinking, and growth-focused senior product leader with repeated success guiding the development and execution of high-impact product feature initiatives. Talent for providing transformational leadership to cross-functional product teams fixated on enhanced product management practices and outcomes. Expert presenter, negotiator, and businessperson; able to forge solid relationships with partners and build consensus across multiple organizational levels focused on the achievement of operational excellence.

**Areas of Expertise**

| * Product Performance & Optimization * Leadership & Development * Competitive Intelligence * Vendor Management * B2C/B2B/B2B2C | * Project Management * Strategic Analysis & Planning * Product Release * Software Development * Change Management | * Program Management * Relationship Management * Agile Methodologies * Budget/P&L Administration * Customer Experience |
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|  | **Career Experience** |  |
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Wayfair. - Remote

**Head of Product, Sales Intelligence** 4/22 - present

Lead product management for the sales intelligence platform responsible for B2B lead creation, powering sales tools for B2C and B2B, and generating insights that increase company revenue and customer satisfaction.

Rocket Mortgage. - Remote

**Director of Product Management** 12/20 - 2/22

Chief product officer of the direct-to-consumer refinance journey generating $9B in annual revenue and receiving 800,000 visitors per month. Responsible for strategic direction of the web experience, delivery excellence, and up-leveling our product management skill set. Leveraged analytics and user research to improve the product, discover new problems, and inspire new ideas. Contributed to the establishment, growth, and maturation of a product strategy group. Mentor 4 direct reports.

* Shepherded the team through 2 department reorganizations. Includes collaborative vision and OKR setting across product, design, engineering, product marketing, and operations leaders.
* Implemented experience stabilizing enhancements in Q1 leading to a 7-point NPS increase and a 33% decrease in client chats to team members.
* Launched features producing 100s of millions of dollars in incremental annual mortgage loan volume.
* Released features saving millions of minutes of effort for operations team members.

Charles Schwab. - Austin, TX

**Senior Team Manager of Product Management** 04/20 - 12/20

Led long term strategic planning for the worldwide digital account open and activation experience through partner relationships, collaborative planning, and customer research. Work with leadership and cross-functional leads to define the department-wide, two year strategic direction and roadmap.

* Produced the first data-supported go-to-market timeline and strategy for the platform migration of forty four account open experiences.
* Managed internal partner relationships for the department and their requests for digital enhancements to the account open experience.

Royal Caribbean Cruises Ltd. - Miami, FL

**Senior Manager of Product Management** 04/17 - 08/19

Drove the execution of Royal Caribbean’s digital transformation initiative and establishment of a digital department fixated on the evolution of guest experiences via a zero-to-one mobile application. Led and mentored 6 managers in orchestrating the performance and delivery of a 70-person cross-functional team and the administration of a $15M budget to deliver a portfolio of innovative solutions in a startup-like environment. Leveraging user research, quantitative data, and competitive analysis, served as a customer advocate aligning application specifications with established Key Performance Indicators (KPIs). Managed vendor relationships, partnered with stakeholders, and collaborated with product management peers. Developed vision, product strategy, and multi-year product roadmap.

* Championed the development of the application’s first mobile product release processes and chaired the first 7 major releases while administering go-to-market leadership over inaugural launch.
* Successfully drove team performance leading to recognition as the only team to hit targets in 2017.
* Effectively leveraged customer feedback and macro analysis of app store reviews to identify and remediate a key issue resulting in a 75% decrease in reported issue.
* Developed and implemented a suite of objectives and key results (OKRs) for both technical and non-technical products.

Warner Bros. Entertainment Inc. – Burbank, CA

**Product Manager** 09/16 - 03/17

Captained the development and deployment of a comprehensive content management and enhancement of a distribution ecosystem. Conducted strategic negotiations and administration of fixed bid contracts with vendors.

* Effectively stabilized 2 at-risk projects while enhancing third-party integration solutions.
* Eliminated 1K of man-hours annually in workload and human error through the successful technical integration with a selected vendor to automate invoicing.

Walt Disney Parks & Resorts Digital/Warner Bros - Los Angeles, CA

**Product Management / Accenture Consultant** 01/12 - 09/16

Oversaw the product development and enhancement of an eCommerce engine that facilitated the sale of theme park admission products to domestic and international audiences via B2C, B2B, and B2B2C sales channels across web and mobile platforms. Directed the performance of globally distributed product teams encompassing three product managers and six engineering teams ensuring alignment with missions. Involved with A/B testing. Provided strategic oversight of full life-cycle product development efforts associated with a mobile media collection solution on a web application and mobile application in three languages and across five geotargets.

* Spearheaded the launch of Shanghai Disneyland Resort’s $2.5M eCommerce mobile application across multinational teams achieving 1M downloads in two months.
* Streamlined Disney Cruise Line web project delivery driving a 25% reduction in technical efforts and a 25% increase in sprint velocity.
* Enhanced 30 cloud-based travel agent digital storefronts responsible for over $100M in revenue.
* Generated 20K users in the first 30 days for Warner Bros.

|  | **Education** |  |
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**Master of Science in Engineering Management**

University of Southern California – Los Angeles, CA

**Bachelor of Science in Civil and Environmental**

Duke University – Durham, NC

**Certifications**

Salesforce.com Administrator 201 (Salesforce - ID 2468591) ▪ Salesforce.com Developer 401 (Salesforce - ID 2446663) ▪ User Experience Certification (Nielsen Norman Group - ID 1026279) ▪ Certified Scrum Master - cPrime, Inc.