

LORIANNE STEELE CARPENTER

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PROFESSIONAL SUMMARY

Hybrid Technical Program Manager and Product Strategist with 14+ years of experience leading digital transformation, platform migration, product development, and operations across consumer goods and SaaS environments. Strong expertise in Shopify migrations, product lifecycle management, and scaling internal tools and teams to support growing DTC and B2B operations. Recognized for a tactical, execution-focused style that builds trust across teams and delivers results through deep operational understanding, strategic prioritization, and strong stakeholder relationships.

KEY SKILLS

- Digital Commerce (DTC, B2B2C), SaaS
 - Platform Migrations (Shopify, OMS, PIM)
 - Agile, Scrum, Kanban, Hybrid Waterfall Delivery
 - Roadmapping, Budgeting, Capacity Planning
 - Stakeholder & Cross-Functional Team Leadership
 - Product Development & Go-To-Market Strategy
 - Jira Admin & Workflow Optimization
 - Data Analysis, Reporting, A/B Testing
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CAREER HIGHLIGHTS

- Led 16+ Shopify migrations and launches across DTC and B2B storefronts, including *serta.com*, *beautyrest.com*, *tuftandneedle.com*, and *beautysleep.com*.
 - Delivered a bulk importer tool and launch workflows that reduced manual effort by 88% and enabled a 325% increase in product launches between 2020 and 2022; tool remains in use today.
 - Brought 50+ new products to market across existing and new categories by building a scalable go-to-market process that supported a strategic expansion of the product catalog.
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EXPERIENCE

Senior Technical Program Manager

Remote | 10/2020 – Present

Tuft & Needle / Serta Simmons Bedding

- Promoted into expanded leadership role over strategic programs following success delivering roadmap and tooling for DTC operations.
- Directed initiatives to migrate from custom platform to hybrid Shopify + custom stack, then consolidate US + CA Shopify storefronts and themes, enabling faster deployment and saving \$133K+ annually.
- Led B2B replatforming from a third-party vendor to internal Shopify stack, eliminating \$1M in annual costs.
- Drove cross-functional development of a bulk importer tool and tiered launch process, scaling launch volume 4x over two years and enabling coordinated omnichannel product releases.
- Built resourcing and rotation plans to balance roadmap delivery with production support.
- Stepped in to lead at-risk launches, resolving project stalls and securing alignment across teams.
- Owned roadmap planning, project budgeting, and CAPEX/OPEX reporting.

Product Manager / Agile Coach

Athens, GA | 11/2016 – 03/2020

Seller Labs (Amazon B2B SaaS)

- Transitioned from Product Manager into Agile COE role for broader impact across product and engineering teams in a scaling environment.
- Developed custom framework adopted org-wide to address planning inaccuracies, improving sprint delivery reliability to 95–100%.
- Led product repositioning of Feedback Genius and learned MySQL to analyze subscription pricing impacts, securing selection in first cohort of approved third-party Amazon apps under revised rules.
- Managed billing migration to Stripe and redesign of customer account platform, paving the way for successful rollout of the company's "Pro" subscription plan.
- Mentored junior PM, now a Senior PM at Adobe.

Product Line Manager, Soft Goods

Athens, GA | 06/2014 – 10/2016

EvoShield (acquired by Wilson Sporting Goods)

- Reported to the Director of Product and partnered across Design, Marketing, Sourcing, and Finance to grow existing product lines and expand into new categories.
- Grew the accessories program 40% YoY by expanding SKUs and introducing new trims, fabrics, and styles.
- Co-led first ever refresh of core product line, supported launch of the brand's first NOCSAE-certified batter's helmet, and drove development for initial launch in the youth padded football pants category.
- Built scalable go-to-market process to align product development operations to retail calendar; hit every seasonal delivery deadline.
- Filled gap in design function by learning Adobe Illustrator to complete tech packs during acquisition transition.

Sales / Operations Manager

Athens, GA | 05/2013 – 06/2014

PeachMac (Apple Premier Partner)

- Promoted to manager for performance, reliability, and leadership potential.
- Managed \$8M flagship store, leading traffic, sales, and service KPIs.
- Oversaw staffing, inventory, and reporting accuracy.

Operations Director / Co-Founder

Athens, GA | 08/2011 – 05/2013

Four Athens (Startup Incubator)

- Joined founding team after two internships, eventually becoming a small partner.
- Rebuilt company website solo with no technical background; helped lead nonprofit transition.
- Established mentor network, owned PR/events, managed team of interns, connected startups with resources to grow.

CERTIFICATIONS & AWARDS

- **Certified Scrum Master (CSM)** - Scrum Alliance (2017)
 - **IT Excellence** - Serta Simmons Bedding (Q1 2025)
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EDUCATION

BBA, Finance - The University of Georgia