

PRODUCT MANAGEMENT PROFESSIONAL

Team Leader with over 28 years of experience in consumer product management and retail sales. Demonstrated success in growing revenue, leading a team and building relationships, bringing new products to market, enhancing customer engagement, and building robust experiences for national brands.

EXPERIENCE**Newegg.com**

Los Angeles, CA

Director of Product Management

2020 - Present

Reestablished the consumer electronics category including the TV, Video and Projector and related product groups by cultivating top brand relationships, upgrading category merchandising, and optimizing marketing of brand and marketplace seller offers on the e-commerce platform.

E-commerce Product Management and Category Development

- Improving partnership programs with Samsung, LG, HP, Epson, and other top brands to lower net acquisition cost and increase margins.
- Leveraging Adobe Analytics and proprietary business intelligence tools to gain insights and guide strategy.
- Directing content creation and category merchandising to enhance customer experience and improve store traffic, engagement, and conversion rates.
- Managing investment on SEM, Social, Affiliate, Organic and Email marketing channels to maximize ROI against cost of sales targets.
- Collaborating with brands to create optimized product pages for improved SEO and Organic search results.
- Competing against top national e-commerce retailers and marketplaces to grow GMV by executing product roadmaps, optimizing marketplace seller performance, and improving customer experience and engagement.
- Managing the Home Video domain business unit's P&L to reach budgeted goals.

Curacao

Los Angeles, CA

Director, Electronics Product Group

2008 - 2020

Managed the \$82M product group representing 30% of the company's retail business. Consistently over indexed industry sales metrics across broad product categories and service offerings. Supervised a team of product managers responsible for numerous diverse categories. Collaborated with the retail team to execute a product strategy to exceed sales and profitability goals.

Product Management and Development

- Developed strategies and tools to execute multi-category and cross-platform product roadmaps for both brick and mortar and e-commerce businesses consistently ahead of schedule and under budget.
- Partnered with the finance team to segment customers and target them with qualified products and services based on demographics, purchase history, and current credit profile.
- Collaborated with marketing field resources to understand customer needs and opportunities to develop targeted marketing programs consisting of sports, concerts, and community outreach components to drive sales.

Selling and Negotiation

- Negotiated sourcing programs to minimize vendor net acquisition costs and inventory risk, while maximizing vendor's ROI.
- Forged partnerships with global brands across diverse consumer product groups including Samsung, LG, HP, Apple, Google, Microsoft, Sony, Nintendo, Electrolux, GE, Whirlpool, and Charter Communications.
- Designed, sourced, and implemented large scale merchandising solutions for new product introductions and brand showcases.
- Produced and presented sales strategies, marketing programs, and new business proposals to C level executives.
- Partnered with global brands to customize and tailor national demand generation strategies to our regional market and customer base.

Leadership

- Directed development of new business opportunities and launch of new products and services by working with a cross functional team of vendors, IT, customer service, operations, and sales teams.
- Led the Mobility and Electronics product management group consisting of Computers, Mobile Phones, TV, Audio and Video Games and related accessories.
- Managed a staff of 18 including in store sales leads that were trained to serve as customer solutions providers.
- Mentored new hires from all management levels and recruited new talent through various events.

Toshiba America Consumer Products, L.L.C.

Wayne, NJ

Key Account Manager, Western Region

2007 - 2008

Achieved 300% sales growth in the Southwestern US region within the year and gained full support from all target customers of the HD DVD product launch.

- Exceeded planned sales growth, new customer acquisition, and inactive customer win-back goals.

La Canasta Furnishings

Corona, CA

Vice President of Sales and Merchandising, Electronics, and Appliances

2004 – 2007

Grew sales and profitability within the electronics and appliance product groups by 20% while improving inventory turns and minimizing logistics costs. Led a sales team of 13 stores between Southern California and Texas with annual sales of \$65M. Improved profit margins by 30% and increased inventory turnover by 40%.

- Negotiated sourcing programs for all electronics, appliance, and corporate consumables vendors.
- Implemented vendor performance reviews and established KPI's to improve profitability and reduce inventory risk.
- Developed and executed targeted sales and marketing plans specific to segmented customer groups.

JVC Company of America

Cypress, CA

Regional Sales Manager

1998 – 2004

Marketed to the Southern California retail dealer base for JVC Company of America. Grew sales from \$2.4 to \$13.2M annually within the region. Developed relationships and created marketing plans for over 40 dealers supporting of JVC.

- Successfully marketed the company's consumer electronics product lines to the different dealer types including specialty dealers, general market independent retailers, and Hispanic market focused dealers.
- Established account specific budgets and directed promotion and point of sale programs to ensure sales growth with performance benchmarks and ROI analysis.

Pioneer Video Manufacturing Incorporated

Carson, CA

Multimedia Software Sales Manager

1993 – 1998

Led a sales team to develop new business opportunities in various digital media markets. Built the Multimedia Software Sales Department from start up to \$10M in department sales within three years.

- Created the necessary sales and marketing tools including technical production guidebooks, customer presentations, and market analysis to drive revenue growth and deliver on customer expectations.

EDUCATION**University of Southern California, Marshall School of Business**

Los Angeles, CA

*Master of Business Administration: Marketing and Finance**Bachelor of Science: Business Administration, Marketing***ADDITIONAL INFORMATION**

- Expert in data analytics and business modeling utilizing BI tools including COGNOS, DOMO, Jira and Confluence
- Certified ScrumMaster® & APICS Certified Supply Chain Professional
- Extensive experience in developing global supply chains
- Bilingual: Fluent in both reading and writing Spanish