JESSICA RACANELLI

jessracanelli.com   jessicaracanelli@gmail.com   1.914.980.9445   34.617.049.783

EDUCATION

MASTER of SCIENCE
Information Technology
Pace University, New York
2005

BACHELOR of SCIENCE
Computer Science
Pace University, New York

CERTIFICATIONS

Certified Agile Coach
(ICP-ACC)
ICAgile
January 2020

Certified Scrum Professional
(CSP)
License #: 212650
Scrum Alliance
September 2013

Certified Scrum Master
(CSM)
License #: 212650
Scrum Alliance
September 2012

Certified Product Owner
(CSPO)
Agile University
August 2009

Ad Words / PPC Certified
Google
July 2016

EXPERTISE

UX Design, Product Strategy
& Innovation, Roadmapping,
Agile, Scrum, Lean,
Web Technologies, JIRA,
Figma, Sketch, Invision,
Release Planning,
Sprint Planning,
Technical Architecture,
Cloud Applications, SaaS

PROFESSIONAL PROFILE

Every problem has a solution. It's my passion and job to find one.

I have been leading product teams and architecting solutions for entrepreneurial startups and billion-dollar companies for the past 2 decades. I've developed solutions that have led to finding undiscovered operational efficiencies, double-digit percentage cost reduction and significant seven-figure revenue increases. I've shipped 1000s of web and mobile products including the largest Website Platform Migration in e-commerce history.

EXPERIENCE

EXECUTIVE DIRECTOR of PRODUCT MANAGEMENT & OPERATIONS
Vitruvi | Remote | 2017 – Present

Vitruvi is a GIS-enabled construction management B2B SaaS platform. I joined the Senior Leadership Team as employee #5. In 7 years, we grew from inception to 80+ employees, from $0 revenue to commercial release to many millions in projected annual revenue. Clients include: Tata, Bechtel Corp, AWS, Verizon, Quanta

- During my tenure, I have been responsible for all aspects of product development and user experience; designed and implemented our web & mobile platforms from inception to launch, which helped the company raise over 7m and enter its Series A
- I recruited, manage and mentor a team of product managers/ops & designers
- I wear many hats and flex the full spectrum of my skillsets: Director of Product Management, Production Operations, UX/Interaction Designer & Agile Coach
- My day-to-day includes championing for the customer; engaging with stakeholders to ensure our product strategy is aligned; designing for iOS, android & web apps, portfolio and product roadmap development, ensuring that squads are operating efficiently
- I work with the product and engineering teams to shape the customer experience through our Product Development Lifecycle
- I establish processes, programs and frameworks to empower the organization to achieve excellence
- As a Servant Leader, I act as the company's Agile Coach, where I introduced our development methodology which is based on Agile Squad Model; I oversee our scrum squads plus the release train by guiding and supporting Scrum Masters and Tech Leads; as well as informing the Executive Team on release updates

PRODUCT MANAGEMENT CONSULTANT
Independent | Remote | 2015 – 2017

I made the jump from an employee to an independent consultant. I worked with clients to improve their product development process, work streams and increase their user bases. I had the pleasure of working with clients ranging from start-ups to large enterprises across the US, UK and Europe.

- Assessed client's processes, frameworks and product via structured interviews
- Based on these findings, established best practices, processes, roadmaps and product strategy
- Conducted competitive analysis; Developed product positioning
- Grew client's user bases via rapid experimentation across marketing channels
- Created usability labs, user research initiatives, persona development and user journey mapping

JESSICA RACANELLI

jessracanelli.com | jessicaracanelli@gmail.com | 1.914.980.9445 | 34.617.049.783

OTHER ROLES

Product Consultant
Care.com | New York
6-month contract, 2008

Sr. Product Manager (Team Lead)
Ladders.com | New York
2005 –2008

Product Manager
Scholastic | New York
2004 –2005

Business Analyst
IBM | New York
2003 –2004

Financial Systems Analyst
Pepsi | New York
2002 –2003

Financial Systems Analyst
MasterCard | New York
2001 –2002

EXPERIENCE

MANAGER of PROJECT MANAGERS
Zappos, Amazon | Las Vegas | 2011 – 2015

I was responsible for managing all aspects of website development. I held multiple roles from Senior Product Manager to leading a team of Project Managers. My team's work resulted in annual revenues increasing from 300% to ~$3B during my 4-year tenure.

- I formed, stormed and normed the first PM team; hired a team of 6, which became recognized as a highly performing team within the company
- Introduced Scrum to Zappos by proving out 5% increase in conversion; Scrum became adopted by all teams; developed a Scrum training program for my team, all of which attained their CSP
- I was asked by the CTO to lead the largest Website Platform Migration in e-commerce history which entailed migrating Zappos' $3B platform onto Amazon's platform
- Over this 2-year project, I established a product strategy, roadmap and backlog; under my leadership, we successfully launched the project
- With a focus on customers, I introduced a Customer Advocacy and Support process to align our roadmap with customer's needs

DIRECTOR of PROGRAM MANAGEMENT
Jones Group | New York | 2009 – 2011

I was brought on to Program Manage large scale initiatives. During my tenure, I launched 4 major initiatives and countless minor releases, all of which were delivered on time and at/or below-budget.

- Within 30 days of joining, I became the first team member, in the team's 8-year history, to establish project management standards and processes. Resulted in 100% transparency into the department's productivity. My approach was adopted division-wide as a standard for web development
- With these new standards in place, I achieved the following successes: launched the company's first cross brand initiative and a new business line: ShoeWoo.com; architected and implemented Jones Apparel's first mobile website for Nine West; 6% of total web traffic in 5 months

SENIOR PRODUCT MANAGER
GLG Group | New York | 2008 – 2009

My primary responsibility was to increase traffic and conversion of GLG's client platform. Under my leadership, our platform achieved 100k unique visitors per month and 60% penetration of our client base within Y1 of initial product launch.

- The CEO charged me with increasing revenue and decreasing cost per transaction; with this directive, I introduced Agile methodologies (Scrum) to the GLG Product and Technology teams by running a pilot team to prove its efficacy.
- Through Scrum I increased project time-to-market by 200% across all teams; thereby decreasing cost per transaction.
- With efficient scrum teams in place, I served as a Product Owner and architected a website redesign, using multivariate (MVT and A/B) testing strategies, conversion increased by 40% in 6 months along with improved direct lead conversion and visitor performance