

Technology executive and operator with a history of leading teams to deliver business-defining products. Known for combining strategic vision, deep technical expertise, and a broad perspective across domains and industries to unravel the heart of enterprises, solve their most complex issues, and deliver growth. Skilled in leveraging technology, data, and AI for business advantage.

PROFESSIONAL EXPERIENCE

NATIONAL BASKETBALL ASSOCIATION

NEW YORK, NY

Director, Product Management – Next Gen

October 2021 – Present

- Lead product strategy for the D2C platform and services powering experiences globally. Manage and mentor technical product team.
- Define roadmap for core content management and publishing systems, growth and SEO, personalization, media distribution and blackouts, operations optimizations, the API tier, data products and infrastructure, and emerging technologies.
- Drive modernization of data analytics and infrastructure across the organization, advising senior leadership and leading execution.
- Launched personalized “My Season” and “For You” experiences in the NBA app & supporting AI/publishing platform.
- Product lead for Customer Data Platform vendor selection and integration across audiences, segmentation, and experimentation.

COLUMBIA BUSINESS SCHOOL

NEW YORK, NY

Adjunct Professor of Business - Decision, Risk, and Operations

November 2023 – Present

- Teach elective course focused on data science and analytics in Python and advanced technical literacy to full-time MBA students.

BIRCHBOX

NEW YORK, NY

VP, Global Business Technology & Data

January 2020 – October 2021

- Member of executive team leading global data, platform product management, and subscription technology and operations teams.
- Replatformed core technical systems, executed a cloud migration, and launched a modern data stack improving organizational velocity.
- Grew and managed multi-level, cross-functional 12-person team of product managers, analysts, engineers, and operators.
- Technical lead of M&A deal team, participated in diligence process, and managed through acquisition by women’s health technology firm.

Director, Personalization and Operations Technology / Sr. Technical Product Manager

August 2019 – January 2020

Director, Box Experience / Technical Product Manager, Personalization

June 2018 – August 2019

Director, Subscription Technology & Operations / Product Manager, Core Platform

August 2017 – June 2018

- Led global product strategy for personalization, core platform, and operations technology. Directed operational cross-team box experience group.
- Owned all internal systems and core platform technology including partner and warehouse integration, marketing automation vendor selection, product information management technology, and proprietary operations platform.

Senior Manager, Subscription Operations and Technology

July 2016 – August 2017

Subscription Operations Manager

June 2015 – July 2016

- Design, architect, prioritize, improve, and manage internal subscription operations & technology and customer-facing customization features.
- Act as operations lead for all internal/external tech initiatives, customer-level metrics, and ecommerce fulfillment experience.
- Oversee North American subscription business operations, ensuring customers received 1M+ personalized, on-time monthly deliveries.
- Designed and coded subscription automation systems leading to a 50% decrease in time between customer payment and box delivery.

DIGITAL DARUMA, LLC

NEW YORK, NY

Angel Investment Consultant

July 2014 – June 2015

- Performed diligence, modeling, and financial/market analysis on potential investments. Advised portfolio companies on business operations.

SECTION 101, LLC

NEW YORK, NY

Director, Strategic Project Management and Business Operations

September 2012 – July 2014

- Spearheaded operational, strategic, and cross-department initiatives and implemented core operational, technical, and financial infrastructure.
- Identified qualitative and quantitative areas for process and product improvement with CEO and CTO.

EDUCATION

COLUMBIA BUSINESS SCHOOL

NEW YORK, NY

MBA, Entrepreneurship, Technology, and Innovation.

May 2022

Awarded Nahum Melumad Memorial Prize, the highest honor given, on the basis of outstanding scholarship and community impact.

UNIVERSITY OF ROCHESTER

ROCHESTER, NY

BA, Economics and Business Strategies, Minor in Music, Concentration in Computer Science

May 2012

Kauffman Entrepreneurial Year Fellowship (5th year, full-tuition). Received Entrepreneurship Award. Founded social network and concert venue.

COMMUNITY ENGAGEMENT AND FRACTIONAL LEADERSHIP

- Digital Committee & NY Area Advisory Board Member of Music Will, a non-profit expanding music education in K-12 schools in the US.
- Fractional CTO & advisor for seed-stage B2B construction technology startup. Consult on technology strategy and hire core tech/product teams.
- Algorithms and data platform consultant for Series A music technology startup. Prototype asset/authority scoring and matching algorithms