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Cross-Vertical Experience & Platform Strategy

Selected Portfolio Impact

- Increased ticket conversion by **20%** and reduced support volume by **15%** by aligning shared experience standards and structured metadata across 300+ high-traffic content surfaces.
- Drove **15% increase in seasonal engagement and attendance** by unifying mobile-first discovery and navigation across cross-campus experiences.
- Established standardized analytics and experimentation frameworks to align product teams around shared success metrics and reduce fragmented tracking.
- Led cross-functional alignment across engineering, design, marketing, operations, and executive leadership to deliver unified roadmaps in a multi-stakeholder ecosystem.
- Reduced duplicated effort and coordination overhead by centralizing shared systems (CMS, infrastructure, calendar, discovery surfaces) across independent vertical teams.

Profile

Product leader with 15+ years building and aligning complex, consumer-facing digital ecosystems. Experienced owning cross-surface experience strategy, shared OKRs, and portfolio-level roadmaps that span multiple business lines. Known for reducing coordination overhead, clarifying priorities across vertical teams, and driving measurable outcomes across acquisition, activation, engagement, and retention. Operate comfortably at both strategy and execution layers, with strong executive communication and cross-functional leadership.

Employment History

Lincoln Center for the Performing Arts, New York, NY, Oct 2015 to Present
Head of Consumer Products

Head of Consumer Products (2023–Present)
Senior Director, Digital Strategy & Product (2020–2023)
Director, Digital Experiences (2015–2020)

Own cross-vertical product strategy across web, mobile, and digital experiences serving millions annually. Lead multiple product initiatives spanning shared surfaces, infrastructure, and user journeys across independent business lines.

Core Experience & Portfolio Leadership

- Define and drive experience-level OKRs aligned to broader organizational goals.
- Lead cross-functional product teams across shared surfaces including homepage, discovery, navigation, calendar, and support flows.

- Build and maintain unified roadmaps sequencing cross-cutting initiatives to reduce friction and improve coherence across experiences.
- Establish operating rhythms (strategy reviews, OKR planning, retrospectives, performance dashboards) to align stakeholders and reduce decision latency.
- Act as connective tissue across marketing, programming, advancement, operations, and executive leadership.

Growth, Engagement & Retention

- Identify friction across acquisition 'activation 'repeat usage journeys using behavioral data and qualitative insights.
- Partner with analytics teams to define instrumentation and experimentation plans tied to engagement and conversion metrics.
- Improve support experience by clarifying user intent signals and reducing inbound strain.
- Balance short-term delivery with long-term platform scalability.

Platform & Systems Thinking

- Lead shared infrastructure initiatives including CMS development, global calendar architecture, analytics standardization, and data strategy alignment.
- Break complex platform efforts into incremental, high-impact phases.
- Manage trade-offs between local team autonomy and global experience consistency.

Zindigo, New York, NY, Sept 2014 to Oct 2015
Digital Art Director

- Designed and delivered enterprise SaaS and eCommerce platforms supporting complex, data-heavy workflows.
- Partnered with product, engineering, and client stakeholders to deliver scalable, user-centered solutions.
- Optimized information architecture and interaction models to improve adoption and usability.

Hearst Digital, New York, NY, Dec 2007 to Sept 2014
Founding Product Lead & Art Director

Led product initiatives across large-scale consumer publishing platforms.

- Developed monetization and engagement frameworks that increased digital revenue by **20%**.
- Partnered across editorial, engineering, and business stakeholders to align product investments with audience and revenue outcomes.
- Introduced experimentation practices to guide prioritization and improve iteration speed.

Education

Massachusetts Institute of Technology (MIT)
Digital Business Strategy, Jun 2024

Massachusetts Institute of Technology (MIT)
AI & Business Strategy, Jun 2023 to Sept 2023

Fashion Institute of Design & Merchandising
Merchandise Marketing, Los Angeles, 2000 to 2002

Academy of Art University
Graphic Design, San Francisco, 1998 to 2000

Skills

Cross-Vertical Experience Strategy
 Shared OKR Leadership
 Portfolio Roadmapping
 Membership & Engagement Mechanics
 Activation & Retention Optimization
 Experimentation & Analytics
 Platform & Infrastructure Alignment
 Executive Communication
 Operating Rhythm Design
 Product Team Development & Mentorship

Links

LinkedIn, Website, Photography