

Key Strengths

<i>Innovation Consulting</i>	<i>Facilitation & Design Sprints</i>	<i>Agile Product Management</i>	<i>Multidisciplinary Leadership</i>
<i>Executive Communication</i>	<i>Innovation Frameworks</i>	<i>Tech & Payments Exposure</i>	<i>Strategic Influence</i>
<i>Design Thinking/Experience Design</i>	<i>Organizational & Analytical Skills</i>	<i>Digital Product Strategy</i>	<i>Consulting & Client Engagement</i>

Professional Experience

Head of Digital Product - Fresco	Taco Bell	New York, NY	May 2025 – Mar 2026
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- Launched and led the “Innovation Circle” program, facilitating ideation sessions to foster breakthrough thinking and deliver next-generation digital solutions, significantly advancing the innovation agenda across the organization.
- Set and communicated the vision and strategy for a new digital product, orchestrating cross-functional collaboration through agile methodologies to deliver a new customer app from concept to launch.
- Championed a multi-channel customer experience (CX) strategy, uniting product, design, research, and content teams to elevate consumer engagement and drive measurable business results.
- Drove human-centered design and product innovation, leveraging frameworks such as design thinking and agile to strengthen organizational collaboration and ensure holistic, scalable solutions.
- Oversaw multidisciplinary teams—Product, Design, Design Ops, Research, and Content—delivering complex initiatives and aligning stakeholders at all levels through clear, executive-level communication.

Head of Digital Product Experience & Research	Taco Bell	New York, NY	Jun 2024 – May 2025
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- Transformed organizational understanding of customer needs by developing data-driven personas and embedding quantitative and qualitative research into all stages of product development.
- Built and scaled a research and innovation function, shifting culture toward evidence-based decision making and agile product management.
- Established Taco Bell’s first digital design system in partnership with engineering, guiding the documentation and deployment of reusable components to accelerate innovation.
- Designed and launched the “Digital & Tech Code”—a set of organizational innovation principles and a recognition program—enhancing engagement and strategic alignment across a 300+ person organization.

Director, Digital	Taco Bell	New York, NY	May 2023 – Jun 2024
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- Grew the digital team fourfold within nine months, transitioning from agency/outsourcing to a high-performing in-house model, saving \$4.5M annually and building strong, multidisciplinary teams.
- Defined and operationalized the Digital Product Design function, fostering cross-functional collaboration and team development through agile coaching and clear strategic direction.
- Co-led development of the eCommerce vision and agile transformation, training teams in new ways of working and aligning leadership through effective, executive-level presentations and stakeholder engagement.
- Oversaw all UX and UI efforts for mobile and web products, leading multidisciplinary teams to deliver innovative features and high-impact marketing campaigns that enhanced customer experience.

Product & Experience Leader	Google	New York, NY	Mar 2021 – Apr 2023
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- Facilitated cross-functional collaboration by bringing together engineering, product management, and design leaders for ideation and innovation workshops, strengthening organizational agility.
- Oversaw global programs (100+ staff) serving brand clients, optimizing hiring, training, collaboration and agile ways of working.
- Developed and presented “UX 101” strategy assets, inspiring empathy and collaboration among partners and influencing a culture of innovation across Google.
- Coached discipline leaders in leveraging “creative tension” across functions to develop more innovative solutions to business problems

Experience Strategy & Design Leader	PwC	New York, NY	Jun 2017 – Feb 2021
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- Led consulting engagements for C-suite clients across industries, advising on innovation strategies to drive customer satisfaction, revenue growth, and operational efficiency.
- Designed and facilitated co-creation sessions, design sprints, and innovation workshops, promoting inclusive and breakthrough thinking across global teams.
- Directed the development and execution of digital product strategies, including experience design for CRM and other technology solutions, improving user adoption and efficiency by up to 20%.
- Designed future state journey maps defined a vision and created roadmaps for clients, driving innovation in products and customer experience.

Engagement Manager	PwC	New York, NY	Jan 2014 – Jun 2017
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- Facilitated design sprints, client workshops, and ideation sessions, aligning executive stakeholders and accelerating delivery of transformation initiatives.
- Managed multimillion-dollar transformation projects, leading multidisciplinary teams to deliver digital products and services—many for financial services and payments clients.
- Directed research leveraging ethnography, surveys, interviews, and social listening to inform strategy and experience design.

Vice President Customer Experience**PHEAA****Harrisburg, PA****Jan 2017 – Jun 2017**

- Founded and led a new Customer Experience division, defining operating models, governance, and capabilities to drive innovation in service delivery.
- Scaled the division to 30+ professionals, fostering a culture of cross-functional collaboration and customer-centric innovation through research and strategic initiatives.
- Defined vision, strategy, and roadmaps, and influenced executive leadership to adopt innovative, customer-focused practices.

Marketing Manager**Verizon****New York, NY****Jun 2015 – May 2016**

- Launched new OTT products, coordinating go-to-market strategies and cross-channel campaigns.
- Set digital marketing strategy including content development, SEO/SEM, and analytics to drive adoption of OTT products and digital experiences.
- Managed partner agencies and executed multi-channel campaigns, leveraging data insights to optimize marketing effectiveness and customer engagement.

Senior Management Consultant**PwC****McLean, VA****Jan 2011 – Jan 2014**

- Designed and analyzed conjoint/non-conjoint surveys, leveraging behavioral segmentation and data analytics to inform innovation strategies and enhance the customer experience.
- Managed relationships with external vendors and stakeholders to deliver research, monitor results, and drive actionable insights for product and experience innovation.
- Utilized refined communication and presentation skills to persuade and convince executive stakeholders on strategic business directives translating design and technology benefits into business outcomes.

Education***Master of Business Administration (MBA)****Brigham Young University (BYU)*

Apr 2011

Bachelor of Arts, Linguistics (BA)*Brigham Young University (BYU)*

Apr 2007