

BENMORRIS

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A creative-thinking customer-centric leader who delivers inspiring digital products and experiences that drive revenue and engagement. A broad background in product management, commerce, data/analytics, and engineering.

CORE COMPETENCIES

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|------------------------------|-------------------------------------|------------------------------------|
| ★ Global Team Development | ★ Digital Marketing Technologies | ★ Digital Experience Optimization |
| ★ Digital Commerce | ★ Data/Analytics-Driven Performance | ★ Technology Investment Management |
| ★ Customer-Centric Solutions | ★ Experiments/Testing/QA | ★ Strategic Tech/Design Roadmaps |
| ★ DataOps | ★ Creative Content Development | ★ Agile Evangelist & Practitioner |

KEY ACCOMPLISHMENTS

- Delivered and managed multiple global content, data, and digital commerce platforms.
 - Established self-service data infrastructures to drive business insights and actionable dashboards.
 - Provided innovative agile leadership to drive impactful customer product delivery.
 - Created multiple strategic roadmaps for event-driven and marketing technology solutions.
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EXPERIENCE

Starbucks, USA

<http://www.starbucks.com>

Technical Product Manager, Principal

April 2019 - Present

(Leading digital platform and product development for alliances and partnership management experiences.)

- **Digital Experience and Product Management** - Continuously building the unified North American licensee portal for over 7000 licensed stores. Partnering with stakeholders and engineers to define and execute the strategic roadmap and deliver value to our licensees including over 80,000 baristas at store-level. Development of integrated commerce solutions including ordering, pricing, reporting and LMS services. Features prioritized through review of engagement and experience performance metrics.
- **Platform Ecosystem Leadership** - Multi-Salesforce org management and architecture leadership. Leading development and support for all major integrations and data pipelines including enterprise services. Prioritization of release efficiency and measurement of platform metrics such as customer onboarding and product analytics.
- **Data/Analytics/CX** - Strategic partnerships with stakeholders and engineering to drive all products and services based on metrics such as marketing and operational campaigns designed to reduce friction and drive engagement optimization. Continuously running experiments through feature flagging and various audience targeting with personalization prioritization. Growth of ordering and adoption of platform services by over 50% in less than a year due to the reduction of friction in user journey metrics. Ensuring delivery of dashboards and insights are designed to rapidly identify market impacts.

Digital Product/Experience Engineering Consultant, USA

May 2019 - March 2021

(Consulting technology leadership for multiple clients in apparel, health, and technology industries)

- **Commerce/Engineering** - Commerce platform engineering including CMS/CRM/ERP infrastructure and data/analytics platform development. Optimization of data-driven CX.
- **Digital Marketing/Product/CX/Data** - Delivering strategic data-driven omnichannel ecosystems featuring new digital products, journey maps, and mockups to enhance touchpoints. Provide lifecycle marketing for email/social campaigns. Creative content strategy and delivery of campaigns with well-defined metrics. Collaboration with business and market stakeholders to deliver continuous market performance improvements. Development of visualized KPIs.

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WESTFIELD/URW, USA and UK.<http://www.westfield.com>**Director, Digital Products, CX, and Engineering**

Dec. 2017 – May 2019

(Product, Customer Experience, and Data Teams building the future of digital experiences for customers)

- **Product** - Delivered a new digital product portfolio with a focus on new feature innovations across the entire property portfolio. Established digital style guides and design systems for customer journeys offline/online touchpoints. Established strategic partnering with retailers and stakeholders to inform engineering and improve overall NPS and OKRs.
- **Experience Engineering/DevOps** - Built unified microservices platform for the website, mobile app, SmartParking, and on-premise directories. Grew and operated all touchpoints in web, mobile, retail, franchising, partner, and commerce operations for global business. Built all requirements for feature/enhancements for iOS/Android app with loyalty/rewards integration. Developed frontend engineering including design for innovative augmented reality integrations.
- **DataOps** - Designed and delivered omnichannel marketing solutions across the entire marketing lifecycle of acquisition, retention, and reactivation campaigns. Implemented customer data platform for the entire CX portfolio. Utilized various customer data tools to enhance customer journeys and deliver data insights. Designed visualizations that aligned with campaign performance, reputation, and sales metrics from Salesforce and other data sources.

Digital Product/Experience/Commerce Consulting, USA.

Feb 2017 - Nov. 2017

(Engineering and marketing technology leadership for multiple clients in startups and mid-size businesses)

- **Commerce and CX** - Provided UX, UI, CRM, and E-Commerce platforms for product inventory, payments, shopping journeys, and distribution systems. Created and integrated customer loyalty and reward program designs and requirements for customer lifecycle campaign marketing. Responsible for product delivery supply chain, sales, marketing, and data analytics solutions including Adobe, Heap, Qualtrics, and other CX tools. Partnered with digital marketing teams to establish time and threshold-based stakeholder KPIs using visualizations.
- **Data/Engineering - Established data pipelines and warehousing.** Delivered data-driven CX systems for digital teams. Provided strategic program and portfolio direction for product improvement and NPS measurement. Delivered innovative development strategies such as GitOps framework along with Atlassian Agile workflows to increase release velocities.

OGILVY & MATHER, Worldwide.<http://www.ogilvy.com>**Sr. Director of Creative Technology**

Sept. 2005 – Jan. 2017

(North American technology team leader for creative technology client engagements and solution delivery)

- **Engineering and Digital Experiences Delivery** - Created DevOps department dedicated to client website/application development and ongoing digital product management including CRM/eCommerce client solutions. Established cloud-based data/analytics tools platform for marketing data teams including Social/Google/Adobe Analytics to design and build client data visualizations/reporting using Tableau. Led the enhanced digital design systems effectiveness.
- **Global Technology Leadership** - Led development of global content marketing management system and led large technical digital delivery teams for global offices. Provided the technical leadership for the merger of two major business operations units whose technology consolidation saved over \$10M. Successfully established global compliance and governance practices according to detailed senior executive stakeholder requirements acquired through superior communication, active listening, and emotional intelligence.
- **Cloud Architecture** - Built multiple client digital products/services and infrastructures utilizing cloud platforms (AWS, GCP, Azure) by streamlining design, project workflows, and acceleration of product delivery cycles.

EDUCATION

UNIVERSITY OF CALIFORNIA, SAN DIEGO, San Diego CA

B.S. Applied Mathematics (Scientific Programming), Computer Science