DANIEL PARDES

ABOUT

Product leader with deep technical skills, known for aligning teams and vision to create great products. Passionate about understanding customer needs and delivering solutions that address them. Adept at growing and scaling product organizations. Excels at product strategy, agile coaching, and building strong relationships across engineering and cross-functional teams.

CONTACT

187 Hicks Street, Apt. 3C
Brooklyn, New York 11201
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917-757-4779

LinkedIn: linkedin.com/in/ danielpardes

GitHub: @dpardes

EMPLOYMENT

2019 -

Meetup
VICE PRESIDENT OF PRODUCT
- » Member of the Executive Leadership Team.
- » Manage the Product Management, Design, and User Research teams, to create product-led growth—delivering phenomenal business and customer outcomes.
- » Own the product vision, roadmap, and communication with C-level staff, board members and other stakeholders.
- » Lead a cross-functional product team to deliver new experiences that drive revenue, conversion, and customer engagement.

2018 2019

West Elm
DIRECTOR OF INNOVATION & DIGITAL PRODUCT MANAGEMENT
- » Led several cross-functional teams: testing and optimization, augmented and virtual reality, progressive web app development, machine learning, and site operations.
- » Managed and mentored a team of product managers.
- » Collaborated with business leaders across West Elm and Williams-Sonoma, Inc. to identify problems and opportunities to prove the value and capabilities of new technology in order to increase the speed of digital evolution.

2012 2018

SYPartners
DIRECTOR OF PRODUCT MANAGEMENT
- » Recruited and managed multiple cross-functional product teams.
- » Worked with General Managers to craft product strategies and roadmaps.
- » Led and contributed to several client projects ranging from Fortune 50 technology and publishing companies to social movements.
- » Responsible for building a community of "digital natives" and a culture of experimentation and fast learning across all disciplines.

2010 2012

Equinox
PRODUCT MANAGER
- » Managed design, build, and launch of online membership sales.
- » Launched international membership sales by working at all levels of the project including as a contributing software engineer.
- » Improved uptime (>99%) of critical web systems alongside WebOps.
- » Led the build and launch of Furthermore, Equinox's digital magazine reframing and redirecting the fitness and luxury style

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EMPLOYMENT (cont.)

Condé Nast
2008 2010
TECHNICAL PROJECT MANAGER / SCRUM MASTER
» Launched and supported the Oracle ATG Web Commerce platform.
» Managed UAT of eCommerce platform by multiple business units.
» Determined and negotiated scope of all incoming project requests to ensure general feasibility as well as on-time, high-quality delivery.

The Araca Group
2002 2008
DIRECTOR, MERCHANDISE
» Employee number two, charged with all aspects of creating a new merchandise business for The Araca Group—from the ground up.
» Managed and enabled growth from five employees in New York to several hundred employees spanning five countries.
» Responsible for hiring and management of retail sales staff in all locations.
» Oversaw bookkeeping, payroll, and inventory management.
» Negotiated vendor agreements in conjunction with Managing Partners and legal counsel.
» Worked closely with various labor unions to coordinate site installations and day-to-day operations.

DIRECTOR OF INFORMATION SYSTEMS
» Designed, built, and maintained all network, phone, computer, POS, website, and eCommerce implementations.
» Managed and contributed as a developer to the customization of a .NET BVCommerce platform.

Eizel Technologies (Acquired by Nokia)
2000 2002
SOFTWARE DEVELOPER
» Core product development, testing, and documentation.
» Created components for a mobile enterprise email connectivity solution.

EDUCATION

BINGHAMTON UNIVERSITY, WATSON SCHOOL OF ENGINEERING
Bachelor of Science: Computer Science (magna cum laude)

CERTIFICATIONS

PROJECT MANAGEMENT INSTITUTE
Project Management Professional (PMP) Certification

SCRUM ALLIANCE
Certified Scrum Master (CSM) Certified Scrum Professional (CSP)