

Kristina Kaganer

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No sponsorship required

Product professional with proven track record of shipping both complex data products and user-friendly consumer experiences. Pragmatic P&L owner grounded in generating top-line growth. Strong business understanding in software to drive efficient margins for bottom line results. Experienced in all facets of product development ranging from idea all the way to execution. Skilled in running large teams (20+ people) focused on maintaining a combination of delivery and design through dual-track agile.

- Agile/Scrum/Kanban
- Profit & Loss Management
- Analytics and Attribution Modeling
- Python/PySpark/Pandas
- Technical Architecture
- New Routes to Market
- Roadmap Development
- Omnichannel Commerce
- International Payments Strategy

PROFESSIONAL EXPERIENCE

Publicis Commerce, London, England

June 2020 – Present

Global VP, Product Development

Product owner leading development of Publicis Commerce's first standalone SAAS solution. Own both design and delivery of an ecommerce analytics software suite. Features include Marketplace (Amazon, Walmart) profit optimization, omni-channel prioritization and demand planning using machine learning. Entrusted with creating and executing a go to market strategy. Lead a team of 24 engineering, data, design and product professionals.

AB-Inbev, London, England

January 2020 – May 2020

Head of Data, Europe

Developed roadmap creating a multi-market B2B2C marketplace. Negotiated and created payment strategy across major European markets. Originally hired to develop European data marketing strategy, then quickly pivoted my role to ecommerce innovation given the unprecedented backdrop of lockdown across the hospitality sector. Role ended due to COVID-19.

Selected Contributions:

- Developed roadmap, hired agency and **launched AB-Inbev's first online marketplace in only three days**, allowing pub users to support their favorite venues via vouchers purchased online.
- Launched Shopify B2B2C marketplace roadmap in **five major markets**.
- Generated more than **\$1M in revenue** for the alcohol trade during lockdown in only two months.
- Negotiated payment strategy vendors with **three key vendors** across Europe (Stripe, Privat Bank, Yandex).
- Generated and cultivated relationships with over **2,000 bars across Europe**.

COTY, London, England / New York, New York

January 2016 – December 2019

Global VP, Digital Commerce Data Products and Analytics

Devised and served as product owner for an ecommerce SaaS / PaaS designed to drive profitable revenue growth. Deconstructed marketplace P&Ls (primarily Amazon and eBay) to enhance business efficiency. Functioned as operational, commercial and strategic lead for a cross disciplinary team of 21 including data scientists, data engineers, product design and product management.

Selected Contributions:

- Led **product, design and delivery** resulting in shipping a Minimum Awesome Product (MAP) in **three months (nine months ahead of benchmark)** geared towards cross functional collaboration amongst sales, trade and brand.
- Identified upside target of **3% increase in ecommerce revenue and 16% increase in margin** through P&L analysis.
- Devised a P&L and go to market strategy based on **5% available market penetration** with intent to maintain product build over the next three years.
- Created product marketing collateral and cold calling script for external lead generation company resulting in **17% conversion vs. benchmark of 10%**.
- Structured personnel management strategy that resulted in less than **3% churn** during the development period.

Global VP, Digital Data and Analytics

Director, Global Data Strategy

Led global digital analytics vendor selection and contract strategy. Created Coty-wide digital audience capability through the implementation and scaling of martech solutions.

Selected Contributions:

- Established first ever second party retailer partnership to receive addressable segments generating a **40% increase in conversion**.
- Created and implemented an ecommerce framework to support profitable net revenue growth **increasing profit opportunities 2x**.
- Included the implementation of platforms such as data management platform (DMP), data intelligence and data warehousing across **three major markets**.
- Created **five proof of concept data products** to scale and productionize across multiple products since the implementation of the DMP.
- Led the first **integrated research, brand and web campaign** to reintroduce lost loyalist consumers who had left the brand. Launched website, media and content campaign based on qualitative focus groups and behavioral data segments resulting in an increase of 41% in sales amongst the base consumer.

Director, Media and Data Strategy (North America)

Originally scoped to build and scale Coty's first ever in-house digital activation team covering social, programmatic and operations. Defined and implemented strategy, training programs and vendor selection process. Grew team from four campaign activators to 15.

Selected Contributions:

- Increased **marketing effectiveness by 70%** by implementing integrated media strategy and technology solutions.
- Established an in-house programmatic team for better transparency of KPIs resulting in a **27% improvement** of operational efficiency.
- Achieved **42% cost savings** working closely with cross-functional teams to negotiate PMPs with priority in the waterfall.

MEDIAVEST, New York, New York

July 2015 – January 2016

Associate Director, Data, Insights, and Innovation

Oversaw the design and implementation of data insights and best practices on behalf of the client (Walmart). Led key cross-functional team relationships to understand and maximize analytical solutions.

Selected Contributions:

- **Negotiated 33% in annual savings** with vendors by using multi-touch attribution, site-side analytics and media quality data to find optimal CPMs.
- **Led day to day operations and product development** for the Walmart DMP on behalf of Walmart stores and MediaVest.
- **Generated an increase in 167% ROAS** with the implementation of a DMP audience-based buying strategy.
- Increased scale of the **DMP by 30%** by strategically partnering with new sources of cookie and identities.

ADDITIONAL EXPERIENCE

MINDSHARE, New York, New York

July 2014 – July 2015

Associate Director, Digital Insights – Team Unilever

NETWORKED INSIGHTS, Chicago, Illinois

January 2011 – June 2014

Product Strategist, Strategic Platform & Insight Operations

Research Analyst/Senior Research Analyst (client consulting)

EDUCATION & CREDENTIALS

Bachelor of Science in Journalism (Advertising and Integrated Marketing Communications)

Southern Illinois University Carbondale