[marcsquire]

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EDUCATION

Syracuse University, Syracuse, New York
School of Information Studies, GPA in major: 3.9
Major: Information Management and Technology
Bachelor of Science, May 2011

Certified Scrum Product Owner - Scrum Alliance
Emmy Nomination - Outstanding Digital Innovation in Sports

TECHNOLOGY AND BUSINESS EXPERIENCE

Principal Product Manager, Caesars Sportsbook, Remote (Oct 2021 - Present)

- Key Project: Caesars Racebook App - new iOS, Android, and Web app allowing customers to place mobile bets on horse races at 300+ tracks around the world and live stream races to their device
- Key Project: Customer Service Chat Bot - launched a CS chat bot which achieved ~40% containment rate resolving 4 out of every 10 customers contacts without needing to speak to a live agent
- Managed multiple 3rd party software projects while also managing 1st party feature development overseeing a team of 6 engineers

Principal Product Manager, Major League Baseball, New York, New York (Mar 2021 - Oct 2021)

- Key Project: MLB FieldVision - recreate real baseball plays in 3D space using on-field limb tracking data
- Simultaneously manage multiple products and scrum teams
- Conduct extensive user research and testing to help identify product/market fit
- Coordinate across multiple verticals to align teams towards a product vision and define the project milestones
- Setup looker dashboards to track important product KPIs

Senior Product Manager, Major League Baseball, New York, New York (Jan 2019 - Mar 2021)

- Key Project: Sporty Bot - software that automatically cuts video clips of every pitch thrown during the MLB season
- Key Project: MLB Film Room - the most extensive fan-facing video highlight search tool in sports with over 35+ filters and 5MM videos
- Own the full product lifecycle from development of new concepts based on data and user research through the product launch
- Estimate effort and complexity of product build-outs to create a plan in order to codify and staff projects
- Influence cross functional teams outside of my direct peers to meet project goals and facilitate product adoption
- Work with executive-level stakeholders to shape and develop product requirements
- Bridge the gap between engineering teams and less technical cross functional teams
- Evangelize the adoption of internally developed software which has become a critical piece of MLB's in-game highlight workflow

Product Manager, Major League Baseball, New York, New York (Nov 2017 - Dec 2018)

- Key Project: Ask MLB - a voice bot able to answer baseball stats, scores, schedule, and standings questions
- Set the vision and create goals for the product to unify and align the development team
- Scope and prioritize the feature roadmap according to the vision, goals, and stakeholders of the product
- Create and manage a backlog of enhancements, bugs, and features based on analytics data, user feedback, and the product vision
- Lead Scrum ceremonies such as sprint pointing/planning, design critiques, and sprint review
- Leverage product analytics data to understand how people are using the product to spot areas in need of improvement
- Assess, manage, and mitigate potential risk areas of the project
- Develop a hypothesis about the outcome of a new feature and use A/B testing to build a case for or against it

Software Engineer, Major League Baseball, New York, New York (Nov 2011 - Nov 2017)

- Implement responsive web interfaces and applications using HTML, CSS and JavaScript
- Member of a cross functional team tasked with designing and developing the UI patterns for the NHL.com and MLB.com redesigns.
- Write clean, scalable and reusable code
- Contribute to and help maintain the NHL.com and MLB.com developer pattern libraries
- Simultaneously manage multiple site builds and project deadlines

Contributing Photographer, Getty Images, (February 2007-2011)

- Photograph Syracuse University basketball and football; professional sporting and red carpet events
- Photos published in The New York Times, USA Today, The Washington Post, www.espn.com, and ESPN The Magazine