

Tom Tsih

Contact Info:
(628) 777-5236
tomtsih@gmail.com

SUMMARY

A seasoned results-driven professional with a record of delivering a variety of programs, products, services to market in fast-paced & dynamic environments. I have demonstrated success driving execution of complex initiatives that leverage technology, process and customer-centric insights.

With a history balancing of pragmatic problem solving and collaborative strategic thinking, I'm an effective communicator adept at building relationships within teams and across business units to drive desirable outcomes for both customers and the business. Always maintaining a user point of view, I am a product management leader who has balanced customer, business and technology interests across a diverse background of delivery, ranging from marketing programs to digital ecommerce and omni-channel initiatives.

Areas of focus: B2C program & product experiences, business process improvement, multi-year product roadmap development, agile & lean delivery transformation, robust solutions supporting multiple selling channels & applications at enterprise scale.

EXPERIENCE

Macy's, San Francisco, CA | Dec 2010 – Dec 2018

Director, Omni-Purchase Domain

- ❑ General management of Product function for checkout and fulfillment - shaping various aspects of the customer experience from e-commerce to supply chain, call center and store operations for Macy's & Bloomingdales brands covering:
 - omni-channel fulfillment & delivery capabilities, inventory availability, third party integrations, enablement of online purchasing for furniture & mattress category,
 - checkout experience and services, online payments & credit options, address and tax services supporting all enterprise points of sale
- ❑ Managed average annual portfolio budget of >\$20MM in capital and expense funding a cross-functional team of engineering, program, product and user experience
- ❑ Delivered go-to market omnichannel customer experience for "Buy Online, Ship to Store" service; enabling online purchasing of mattress/furniture assortment
- ❑ Jointly developed and delivered enterprise-wide initiatives on Marketing, Loyalty, Credit and Store business strategies to drive KPIs for shopper engagement, customer lifetime value

Manager, Product Management

- ❑ Defined and managed execution product roadmap supporting integration of online and offline shopper touchpoints
- ❑ Launched Same Day Delivery service for macys.com/bloomingdales.com
- ❑ Led responsive web design transformation in purchase funnel interface redesign
- ❑ Served as a Customer Champion, leading voice of the customer initiatives and playing customer advocate role to develop and prioritize product backlog for full funnel customer experiences impacting across all touch points

Senior Product Manager

- ❑ Delivered & managed international shipping business initiative & capabilities
- ❑ Led refactor & redesign of checkout, facilitating migration to service-oriented architecture for ecommerce platform
- ❑ Brought to market "Buy Online, Pick-up in Store" service integrating online and offline store
- ❑ Drove parallel business transformation efforts to product management & agile delivery

KNOWLEDGE AREAS & SKILLS

Product Management & UX
Product Marketing
Email Marketing
Agile, Lean Delivery
Direct Marketing
Digital Strategy
Web Analytics
E-Commerce
Omni-Channel CX
Online Payments
Multi-Channel Fulfillment
User Research & Testing

EDUCATION

**University of California,
San Diego -
B.A., Communications**

EZShield, Palo Alto, CA | Apr 2010 - Jul 2010

Product Marketing Consultant

- ❑ Led implementation of SaaS campaign management solution (Responsys)
- ❑ Responsible for development of multi-channel direct marketing and lifecycle messaging strategies - transforming customer and channel insights into contact & messaging opportunities
- ❑ Developed marketing project processes and marketing content library

PayPal, San Jose, CA | Sep 2007 – Nov 2009

Marketing Manager

- ❑ Developed and launched Top Buyer loyalty program – defining business requirements, product enhancements, marketing plan and go-to-market strategy
- ❑ Managed high-value customer segment, providing cross-functional project and business leadership – driving program strategy, roadmap and execution of targeted customer engagement programs
- ❑ Implemented customer segmentation & persona strategies resulting in significant lift in segment retention & revenue growth
- ❑ Co-managed custom Unica product integration, linking new marketing platform with CS agent desktop toolset enabling automation of realtime offer/message personalization

Wells Fargo Bank, San Francisco, CA | Nov 2003 – Aug 2007

Direct Marketing Program Manager, Assistant Vice President

- ❑ Managed development and implementation of custom online lead management solution - integrating cross platform CRM functions across multiple business units & customer touch points
- ❑ Developed e-marketing strategy and plans for automation of enterprise wide event-based marketing programs
- ❑ Partnered with line-of-business stakeholders to develop integrated multi-channel marketing campaigns
- ❑ Managed 3rd party email vendors & provided internal channel marketing consultation

Digital Impact, San Mateo, CA | Nov 2000 – Nov 2003

Account Manager

- ❑ Responsible for customer success across multiple account teams under a portfolio of Fortune 500 clients - developed strategic marketing plans, marketing program development and campaign execution; specializing in automation of retention and activation programs to convert passive users
- ❑ Led client strategy planning & program review sessions, delivering custom analysis and performance reports supporting program optimization
- ❑ Generated new business and incremental revenue by identifying quick-win opportunities for client partners and up-selling professional or strategic services

Benefit Consultants, Inc., San Carlos, CA | Nov 1999 - Sep 2000

Account Manager

- ❑ Customer success manager responsible for execution of direct mail marketing campaigns partnering with Production team
- ❑ Team lead in transition of business relocation; developed training documentation, best practices and delivery process
- ❑ Conducted training sessions and documented integrated operating procedures for merged operations with another division