

Michael Chupeco

HUMAN CENTERED PRODUCT MANAGEMENT LEADER

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EXECUTIVE SUMMARY

Proven product management leader with 15+ years' experience leading cross functional teams in the development and implementation of applications and services, corporate strategy and innovation, as well as Business Intelligence (BI) and Analytics. Recognized for collaborative leadership style, proactive approach, and keen ability to effectively bridge the business and technical communication gaps to create alignment and deliver financial results. A dynamic servant leader who leads by example, capable of blending big-picture viewpoints with tactical considerations to inspire, innovate, and achieve strategic goals together.

- Conceived and developed Advisory services designed to engage with executive and technical stakeholders at Fortune 500 companies to deliver their Digital transformation strategy and road map – directly led and delivered Advisories at companies such as Nucor, Hallmark, and Accor (providing BI and Analytics digital strategies for functions such as logistics, supply chain, and sales)
 - Responsible for the largest portfolio of Enterprise applications and data (\$15m) at FINRA, including maintenance and development of custom Data Search, Dashboards, Alerts, and Visualization tools for Enterprise, partner firms and organizations, and members (600k+ users)
 - Led cross functional team in the creation and delivery of cloud-based Data, BI and Analytics platform at DC startup, delivering searchable Economic database, data visualization, and predictive analytics to Fortune 500 companies including Coca Cola, 3M, and Sanofi
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QUALIFICATIONS

- Product and Service Design, Strategy, Management, and Innovation
 - Data, BI, and Analytics Ecosystem Strategy and Implementation
 - Agile Mindset, Customer Empathizer, and Design Thinker
 - Team Builder with the Ability to Create 360° Stakeholder Alignment and Genuine Engagement
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PROFESSIONAL EXPERIENCE

MicroStrategy, Tysons Corner, VA

Senior Director – Business Solutions, 7/2018-Present

Initiated, designed, and implemented new programs designed to help global Fortune 2000 companies develop tailored BI and Analytics strategies that aligned business goals with technical capabilities on how best to leverage data to enhance performance and insights. Created a methodology that assessed current state of business and technical people, products, and processes and delivered a two-year road map on how to achieve their digital transformation based on company data, industry analysis, and best practices.

- Conceived and delivered innovative methodology, marketing, delivery guides, and supporting education in 6 months (for 500+ consulting practice) – including best practices for self-service BI and data discovery, Enterprise Governance, and departmental analytics

- Increased customer and prospect engagement by 100% where programs were applied – led to greater customer satisfaction, broader license and services opportunities, and higher conversion rates for prospects
- Transformed practices and engagements across the enterprise to focus on aligning BI and Analytics technical capabilities directly towards driving business value

Financial Industry Regulatory Authority (FINRA), Rockville, MD
 Director – Product Management, 11/2015-2/2018

Directly led product management (5 direct reports) and indirect cross functional team (25 developers including QA and 2 UX designers) for all Enterprise Applications (\$15m portfolio) comprised of custom and 3rd party applications – including most used internal (search, data exploration, BI and reporting, dashboards, case management system, and alerts – 3,000+ internal users) and external applications (client portals, BI and reporting – 600,000+ external users).

- Successfully turned around \$30m custom Case Management System, meeting external and internal delivery date as well as replacing a decade old application with a modern, more secure and cost-effective cloud-based (AWS) solution – included the creation of Enterprise Governance to ensure alignment on data strategy, internal go-to-market and rollout plan, education and support strategy
- Initiated, won, and implemented \$1.5m custom Enterprise Dashboard – including prototyping, UX studies, persona and journey map development, data analysis and visualization, go-to-market/rollout strategy, and user training
- Directed study of Business Intelligence space and led the build vs buy process to replace existing Reporting, Business Intelligence, and Dashboards applications – evaluations included Tableau, Cognos, MicroStrategy, Qlik
- Early adopter of Scaled Agile Framework (SAFe) to increase stakeholder alignment and product quality while providing a more reliable and predictable release cycle
- Created KPIs to track effectiveness of internal and external applications, leveraging Google Analytics and Splunk to track usage and map to user/persona journey
- Created personas and journey mapping of internal and external stakeholders to directly link rationale and value of features and UX decisions

Frontier Strategy Group (DuckerFrontier), Washington, DC
 Director – Product Management, 4/2014-11/2015

Successfully created and delivered the company's software as a service platform (SaaS), an executive decision-making web platform comprised of big economic data from 22 global sources as well as custom tools for data exploration and visualization, predictive analytics, and executive presentations - With over 5,000 users from Fortune 500 companies, the platform enhanced existing research and consulting services, increasing the retention rate by 17%.

- Transformed organization from Waterfall to Lean product development
- Created client focus groups to drive data and feature prioritization
- Designed and led implementation of data aggregation and ETL process, as well as creation of internal forecasting tool for Economic advisors
- Led competitive analysis of rival products and services, including pricing and market analysis
- Created platform, including wireframes, UX, strategy, and road map
- Developed go-to-market plan for company's data and application platform

CFRA, Rockville, MD
 Chief Technology Officer (CTO), 4/2013-4/2014

Led technology and operations for \$10m equity research company including vision, strategy, and road map. Responsible for cross-functional team of 3 developers and 1 analyst.

- Successfully directed technology and operations transition from MSCI business unit to standalone enterprise in New York and Washington DC – with zero down time and fully operational on day 1
- Led the development and go to market implementation of primary company website and company iOS/Android mobile application (3,000+ users)
- Ran the data source consolidation of CFRA's two quant models which resulted in zero disruption to users and no loss in subscribership while reducing costs by 50%
- Developed and executed the company's technology infrastructure plan, including data center migration and vendor management

MSCI, Rockville, MD

Vice President (VP) – Product Development and Operations, 3/2008-3/2013

Co-founded new business “skunkworks” group comprised of thought leaders from sales, product, research, and development focused on leveraging existing products and services to enter new markets. Responsible for vision, strategy, and road map for technology and innovations. Led cross-functional team of 4 developers and 1 analyst.

- Directly responsible for opening new markets with new risk dashboard product, leveraging existing capabilities across major services of business, resulting in revenue growth from 0 to 15% of total revenues in less than two years
- Successfully led creation of a custom CRM system that created efficiencies by centralizing communications and account information, ultimately increasing productivity by 20%
- Conceived and led implementation of custom content management system (CMS) and document management platform, as well as custom email publication system and CRM platform, leveraging open source libraries to reduce costs – built on LAMP stack
- Led the development and go to market of company's first mobile application (iOS)
- Developed and led the creation of an emerging market data collection center in the Philippines, which reducing 3rd party dependencies as well as increasing research capacity by 15%

Medley Global Advisors, New York City, NY

Director – Product Management, 1/2006-3/2008

Created company's lead product, a weekly digital newsletter aggregating and synthesizing the most important policy and investment research. Spearheaded digital strategy, including the use of qualitative (sales surveys, frontline interviews) and quantitative metrics (web traffic, DRM) to track research performance and client demand, helping research and sales focus resources on subject areas of most interest to customers.

Precursor, Washington, DC

Director – Product Management, 8/2002-12/2005

Pioneered data visualization methodology to capture and communicate financial, policy, and market performance metrics, leveraged Edward Tufte's Information Design methodology to visually synthesize complex research ideas and data – Recognized by the CEO and President as directly contributing to the firm's #1 ranking by its peers.

EDUCATION

Masters of Business Administration (M.B.A.), 2011

Georgetown University, McDonough School of Business, Washington, D.C.

Bachelor of Arts (B.A.), 2000
McGill University, Montréal, Québec

CERTIFICATIONS

- Project Management Professional (PMP), #2174294
 - Agile Certified Professional (ACP), #2208093
 - Certified Scrum Product Owner (CSPO), #792136
 - Certified Scrum Master (CSM), #792136
 - Certified Customer Experience Professional (CXCP), #000-846
 - Certified MicroStrategy Specialist
 - Certificate of Accounting, University of Virginia, 2006
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SKILLS

- Applications
 - Adobe Creative Suite, Atlassian Confluence, Jira, Rally, Trello, Axure, Balsamiq, Smartsheets
 - Microsoft Office Suite, including Excel, Word, PowerPoint and Publisher
- Customer Experience and Strategy
 - Design Thinking, Voice of the Customer, Voice of the Business, Human Centered Design, Customer 360°
- Development
 - SDLC management, SaaS and PaaS strategies
 - CSS/HTML5, SQL
- Project Management
 - Lean, Kanban, Agile Scrum, Scaled Agile Framework (SAFe), Iterative, Waterfall