

Evelyn Frank

Product Strategist | Digital Transformation Leader

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SUMMARY

- Digital product and transformational business leader with over 15 years of experience in the digital space.
- In my startup stint, I quickly grew into a role that reported directly to the CEO. I worked closely with Blackstone and their group of industry experts to transform and launch a digital solution that turned around the organization, supported large portfolios and resulted in a merger that doubled the merged company valuation.
- Often recognized as a leader and liaison between tech and business. I believe in automation and leveraging technology to improve products and digital experiences. The combination of my customer centric approach and technical background help me find commonality and communicate customer challenges and goals to all stakeholders in the organization.
- As an advisor, I enjoy supporting founders, leaders and teams through growth and positive change. Using an outside-in approach I am comfortable leading teams through change and transformation. I currently sit on the advisory board of two technology companies and a digital agency.
- My portfolio of product launches and digital solutions has proven to grow revenue and increase cost savings. I have managed products at various stages of their lifecycle, from concept to market, as well as, sunsetting and transitioning systems at a global scale.
- Experienced interacting and reporting to C-level executives, I've had the opportunity to present and attend BOD meetings with influential leaders and investors. As a result, I have been mentored by leaders of growing startups and of multi-billion dollar public organizations.
- Experienced managing partner and vendor relationships with six figure contracts.
- Led the globalization efforts of NCL.com, Norwegians Cruise line's ecommerce omnichannel.
- Remote team leader. I have worked remote for at least half of my career, leading teams and helping them transition to a remote and successful environment.
- I've held several roles that help me interact and better understand team members not just in leadership but across many levels of an organization.

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EXPERIENCE

Self Employed, Florida – *Product Management & Strategy Advisor*

2011 - 2020

Helping teams and leaders transform their business through digital experience and transformative product launches.. I partner with founders, executive leaders and business owners to develop business and product solutions that scale their business and solve challenges. Through various strategies we have transformed business, launched marketing and digital products, created new product offerings and conducted research to provide insights into what the market needs and wants. Advisory board member at Lifestyle Learning, JPM and Gallardo Labs.

Aquicore, Washington D.C — *Director of Product Management*

2019 - 2020

Instrumental in merging the product and the teams post-merger with Entic.

My efforts as a part of the leadership team increased the merged company valuation two-fold in preparation for Series B.

Grew and matured the product and product management team.

Shaped the product offering into a product that focused on positive revenue growth while meeting customer expectations.

Entic, Florida— *Director of Product Management & Strategy*

2018 - 2019

Grew into a role that reported directly to the CEO. Worked closely with our lead investor at Blackstone and industry experts to quickly transform and turn around the organization and product.

Executed a complete product and company overhaul that led to a merger, considered a “category killer” in the prop-tech industry.

Advisor and partner to key stakeholders at the board and strategic account level. Mentored by industry and influential leaders.

Served as interim leader to the software engineer group.

SKILLS AND KNOWLEDGE

Leader

Persuasive

Facilitator

Transformation Agent

Customer Centric

Product Strategist

Product Management and Marketing

Product Overhauls and Transformations

Roadmap Creation and Execution

UX and User Research

Business Case Development

Product Trainer/Evangelist

P&L and Product Pricing

B2B and B2C

eCommerce

Mobile Apps/Responsive Web

Data Driven

Software Development Methodologies (Lean/Kanban/JIT)

Program and Project Management

Remote Team Leadership

Norwegian Cruise Line, Florida — *Product Manager*

2016 - 2018

Managed the launch of the NCL.com platform to 17 global markets. Planned and coordinated product launches across global teams, partners and vendors. Oversaw the Ecommerce product backlog. Managed tactical and strategic Ecommerce projects for a multimillion dollar omnichannel. Lead priority through data, daily KPI, ad-hoc reports, and competitive and market research. Presented recommendations and reported results to senior management. Designed strategies and implemented process improvements to the NCL.com product, connected digital platforms and programs that lead to cost savings and revenue growth.

Norwegian Cruise Line, Florida — *Product Management Analyst*

2013 - 2016

Responsible for assisting with management of the ecommerce product development cycle from initial concept to final delivery in support of the website tactical and strategic goals for Norwegian Cruise Line.

Self Employed, Florida — *UX and Digital Product Consultant*

2011 - 2013

Analyze and gather project requirements. Suggest user centered guidelines to organize and deliver content. Managed web project development and design for blogs, microsites and landing pages. Partner with clients, designers and developers to launch various lead generating strategies. Run reports on traffic and usage. Implement user experience processes and principles.

Conduct competitive and market analysis, user research (quantitative and qualitative). Support and measure campaigns-web, search, email, social, direct,PR.

Ultimate Software, Florida — *Multimedia Content Designer*

2006 - 2011

Use of research, analysis and user centered design principles to provide interactive solutions for a variety of content and training delivery projects including: eLearning, web tours, landing pages, widgets, streaming media, narration and blogs.

Provide reports on user tests, metrics, traffic and propose solutions for improvement. Work with other teams in order to maintain, update and launch projects. Identify and gather requirements for future product releases.

Self Employed, Florida — *Frontend engineer and web designer*

2004 - 2007

KEY ACCOMPLISHMENTS

Multi Million Dollar Merger/Acquisition of Entic and Aquicore

Launch of NCL.com Across 17 Global Markets

AWARDS

NCLH Award of Excellence

EDUCATION

B.S Interactive Media Design - AIFL

A.S Digital Media Technology - BCC

TRAINING/CERTIFICATIONS

Pragmatic Marketing Level III

Association of International Product Marketing and Management

Product School Member

LANGUAGES

English - Spanish