



Vince Scalabrino

Address: 429 S. Oak Street, Palatine, IL 60067
Daytime/Evening Phone: (847) 701-4712
E-mail: vince.scalabrino@gmail.com
LinkedIn Profile: <http://www.linkedin.com/in/vscalabrino>
GitHub Profile: <https://github.com/vindic8r>

Summary

Seasoned product manager with over a decade of management and entrepreneurial experience, complemented by domain expertise in loyalty & marketing technology, retail and game development.

- **E2E product experience:** Led products from vision to launch, across cross-functional teams of engineers, designers, marketers and business leaders at startups and global companies like Walgreens Boots Alliance and McDonald's, delivering complex B2C and B2B2C products
- **Technical fluency:** Began career as a software engineer at Motorola and still writes code today on the side, including a restaurant management app built in Node.js (see [GitHub profile](#) for samples). Three patents pending.
- **Former small business owner:** Conceived, secured funding for, and operated a unique European pub + vintage arcade + tabletop game bar concept, [Tokens & Tankards](#)

Professional Experience



Walgreens Boots Alliance

Deerfield/Chicago, IL

Sr. Product Manager, Marketing Technology & Loyalty 04/19-Present

Here at WBA, I own a handful of roadmaps related to customer engagement and loyalty, requiring relationships and adoption at the C-level with each of our business units: Retail Pharmacy US (e.g. Walgreens, Duane Reade), Retail Pharmacy EU (e.g. Boots, Alphega), Wholesale Pharma and Global Brands (an in-house CPG unit).

- Transforming a 119 year-old company to move from projects to *products* and from outputs to *outcomes*
- Conceived and launched a product allowing employees to donate Balance Rewards points to charity
- Leading the re-launch of the Walgreens loyalty program across a 50+ person multi-disciplinary team



McDonald's Corporation/Capgemini (Nov 2017 Onward)

Oak Brook, IL

Product Manager, Marketing Technology 01/17-03/19

I transformed and led the 25+ person agile development team that delivered marketing technology platforms used by McDonald's global markets to drive business to over 37,000 restaurants around the globe. The core product was built on Adobe Campaign and Mulesoft and delivered over 30MM email, push messages and deals daily to a global customer base of over 300M.

- Owned product strategy, roadmap, backlog and delivery of global marketing capabilities, ensuring that for each epic, the "why" was clear and supported product KPIs
- Wrote user stories and acceptance criteria and tested the code to validate it met the definition of done
- Supported mobile deal redemption that drove \$200MM in incremental US revenue in 2017
- Shipped a geo-aware push notification that enabled \$25MM in incremental revenue for McD Canada



Tokens & Tankards

Mount Prospect, IL

Founder, CEO

09/15-09/16

Tokens & Tankards was a tabletop games pub + arcade concept that I conceived and launched in Chicago's NW suburbs. I raised our capital, created and launched the concept, hired, trained, and managed 23 front and back of house staff. We grossed over \$300k in revenue in our first 6 months of operation, winning the hearts and minds of many in the Chicago area.

- Integrated our POS system (Digital Dining) with merchant processor (Upserve) to create a Mailchimp audience that identified our highest value customers and created custom rewards for them
- Grew our digital fan base nearly 70% in less than a year, with a 4-star Yelp rating, 4.5 stars on Google and 4.9 stars on Facebook
- Created launch strategy and pricing, based on extensive customer development and market research




Manifest LLC
Chicago, IL
Associate Director of Delivery

10/14-09/15

This was a senior manager-level role with 3 direct reports and a team of UX designers and engineers, working across a portfolio of consumer and retail brands like Kohl's and Motorola. The portfolio represented approximately \$5-6M in annual revenue, with projects focused primarily on mobile and web design, marketing strategy and innovation.

- Delivered \$700k UX redesign of complex retail price management system for Kohl's, with over 300 requirements across 100+ user flows
- Led \$500k in engagements delivering updates and revisions to Motorola mobile app UX

S R  **Razorfish**
Chicago, IL
Sr. Project Manager

03/10-10/14

I led a range of digital projects on behalf of a portfolio of notable brands like State Farm, Patrón, and Motorola. I developed specific proficiencies in analytics, UX and social strategy. Project budgets ranged from \$50k to \$2MM.

- Organized and facilitated usability testing to re-envision State Farm's digital claims process, streamlining over 300 requirements into a simpler flow with a 20% reduction in clicks from start to finish
- Designed, implemented and launched successful microsite and marketing campaign for Patrón Spirits in just 15 days



Robomodo, LLC.
Chicago, IL
Senior Producer
Projects: **Tony Hawk: RIDE, Tony Hawk: SHRED**

08/08-03/10

As Sr. Producer, I served as part product owner and part scrum master at a game studio startup, launching multiple AAA game titles with combined production budgets over \$10MM. We developed a proprietary game engine, input control hardware (the Freeboard), and two games based on this platform, in less than three years.

- Served as product owner, prioritizing backlog of over 300 user stories from our publisher and design team
- Transformed the development team: Stood up a backlog and agile ceremonies for a team of 30+ engineers, decreasing release cycle time by 70%, dramatically improving our publisher relationship and increasing team productivity and morale



iCrossing, Inc.
Chicago, IL
Project Manager

04/07-08/08

I led the delivery of critical digital marketing projects to a variety of Fortune 100 companies like Bank of America and Office Depot, with workstreams that included SEO, search media and custom application development.

- Delivered a digital marketing campaign that facilitated a 109% increase in year-over-year traffic and a \$500k increase in sales for Office Depot



Motorola, Inc.
GEMS IT Project Management Office (PMO)
Schaumburg, IL
IT Project Manager
IT Software Engineer

01/05-06/06

06/00-12/04

- Designed, developed and implemented full stack of an enterprise application built in .NET and Oracle PL/SQL: the first Motorola 2-way radio parts and accessories configuration system that integrated with external suppliers
- Co-founded Software Engineering Process Group to transition our software engineering team from waterfall to iterative development. Successfully matured organization to CMMI Level 2.

Education

- Educative: The Complete Advanced Guide to CSS, (In progress)
- Codecademy: Build APIs from Scratch Immersive, Q1/Q2 2018
- General Assembly: Product Management, Q2 2017
- Masters Certificate in Project Management, George Washington University, 03/05
- University of Illinois at Urbana-Champaign: B.S., Management Information Systems