Casey Koppes

Product Manager   ✉ casey.koppes@gmail.com   🔗 [Website](#)   in [LinkedIn](#)   📍 Hermosa Beach, CA

PROFILE

I am a Product Manager with +15 years of experience building products and AI solutions for enterprise eCommerce marketing platforms. My career started as a consultant, then I moved to product management where I discovered my passion for talking to customers, figuring out their pain points and building solutions that solve real world problems for companies. I've launched products for major brands like Disney, Bank of America, Radisson, Best Western, Caesars, Klaviyo and most recently Twilio.

SKILLS

- **Artificial Intelligence:** Claude | Gemini | Open AI | Grok | ChatGPT | Figma Make | Dialogflow
- **Product Tools:** JIRA | Figma | ProductBoard | Gong | Notion | Looker | Google Docs | Asana | Tableau
- **Marketing Platforms:** Salesforce | Engage | Braze | Customer.io | Iterable | Google Ads | Facebook Ads | Klaviyo
- **Customer Experience Platforms:** Zendesk | Intercom | Gorgias | Hubspot
- **Developer / Design Skills:** Github | SQL | Postman | Figma | Sketch | Adobe XD | Zeplin
- **Mobile / Voice:** iOS Apple Store | Android Marketplace | Amazon Alexa | Google Assistant

EXPERIENCE

Twilio (Segment)

San Francisco, CA (Remote)

Staff Product Manager *(June 2023 - present)*

- Responsible for the campaigns (Journeys and Broadcasts) product area within Engage, the CDP data activation layer.
- Collaborated with customers to identify their needs and planned the product roadmap to help grow strategic partnerships
- Advocated for re-architecting our Journeys workflow automation tool to better support event driven use cases and orchestration of contextual data
- Scoped iterative releases focused on unlocking key customer use cases to de-risk a lengthy development timeline and gain valuable feedback
- Released our Journeys 2.0 product to solve confirmation, abandonment and reminder scenarios for +100 customer portfolio worth ~$75M ARR
- Released Broadcasts that sent one-off campaigns to +20M profiles per month with personalized promotional messages
- Launched generative AI feature to help users build Audiences from a user's natural language prompt by dynamically fetching relevant workspace schema (RAG routine) and supply it to OpenAI generative service
- Built innovated roadmap features for orchestrating on composable DWH data and contextual payload, function steps to run custom code and store the response in payload, experimentation, templates and used AI to optimization the campaign

EXPERIENCE

Klaviyo
Boston, MA (Remote)

Senior Product Manager *(May 2021 - March 2023)*

- Re-architected Klaviyo's Homepage that focused on performance of recent marketing efforts, system health overview and guided onboarding
- Released AI powered insights to help marketers analyze their recent performance and provide strategies to optimize their marketing efforts
- Built a seamless and secure payment solution for SMS text messaging utilizing Shop Pay (Shopify) wallet
- Scoped and launched 'Conversations' inbox to manage customer responses to a brand's SMS / WhatsApp marketing messages
- Integrated Zendesk & Gorgias CX helpdesk apps in our Conversions app

Go Moment (acquired by Revinate)
Santa Monica, CA (Remote)

Head of Product *(August 2018 - May 2021)*

- Responsible for AI powered hospitality guest communication platform
- Engineered AI hospitality model to perform intent detection via Dialogflow
- Managed department of +10 resources within Product, Eng, UX & QA
- Built omni-channel messaging platform that utilized SMS, WhatsApp, Facebook Messenger, IVR telephony, Webchat, Alexa and Google Assistant
- Automated over 50% of guest inquiries and provided suggested responses for all known intents for agents to reply with
- Implemented Salesforce solution to track sales pipeline to implementation
- Built integrations for Property Mgmt Systems, POS, Task Mgmt Systems, payment gateways, chatbots, SSO, call center and TicketMaster

ShootQ
Manhattan Beach, CA (Remote)

VP of Product *(October 2017 - July 2018)*

- Built portfolio mgmt system to track bookings, contacts, proposals, contract signing, invoicing and payments.

Runtriz
Hollywood, CA (½ Remote)

Client Development Product Manager *(May 2016 - Sept 2017)*

- Responsible for customization of our hospitality guest services platform
- Managed the development and releases of iOS / Android within App stores
- Built integrations with mobile key, TV remote, online check-in/out, POS, Property Management Systems and Stripe payments

Accenture
Manhattan Beach, CA

Product Management Consultant *(June 2011 - February 2015)*

- Managed project initiatives for **Disney's** digital marketing department.
- Conducted competitive analysis of **NBC Universal's** digital supply chain.
- Provided optimization strategies for **Symantec** on IT service mgmt practices
- Built Salesforce solution for tracking **Bank of America's** ~$800B loan acquisition from '08 banking crisis.

IBM
Dubuque, IA

Incident, Change & Release Manager *(September 2009 - May 2011)*

- Vetted change requests, coordinated releases and managed incidents

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ACHIEVEMENTS

- Speaker at Twilio SIGNAL 2020
  Scale your business with Texting / WhatsApp
- ShoutOut LA
- Remote Product Manager Interview
- Built AI engine for Hospitality
- +15 Apps released to iOS / Android
- Sent +1 Billion Guest Messages
- Airbnb Superhost!

WORK BREAKDOWN
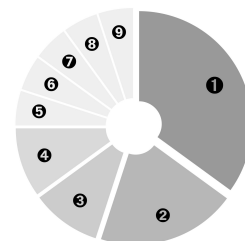
❶ Listening to customer needs	35%
❷ Story telling	20%
❸ Feature scoping / design	10%
❹ Roadmap prioritization	10%
❺ Analyzing results	5%
❻ Sprint planning	5%
❼ GTM technical enablement	5%
❽ Establishing goals	5%
❾ Email follow-up & coffee	5%

CERTIFICATIONS

- Product Academy Immersion (McKinsey)
- Certified Scrum Product Owner (CSPO)
- ITIL v3 IT Service Management
- Cisco Certified Network Associate

EDUCATION

University of Iowa *(2005 - 2009)*

Business Administration | Information Systems

PASSIONS

- Vibe coding with Claude AI
- Growth hacking
- Marketing & social media manager for ecommerce brand
- Bitcoiner (Class of 2016)