

# Casey Koppes

Head of Product

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 LinkedIn

 Website

 Hermosa Beach, CA



## PROFILE

I am a Product Manager with +15 years of experience building products and AI solutions for ecommerce marketing platforms. My career started as a consultant, then moved to product management where I discovered my passion to build 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.

## EXPERIENCE

### Twilio (Segment)

San Francisco, CA  
(Remote)

Senior 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
- Responsible for breaking down a lengthy product timeline into iterative releases that focused on unlocking use cases for our customers
- Scoped and released Event-Triggered Campaigns to solve transactional use cases, which was the first iteration of the re-architecture project
- Planned requirements to solve abandonment & reminder scenarios
- Wrote requirements for orchestration of DWH data and A/B experiments
- Released Broadcasts that send single, one-off campaigns to a predefined audiences to target ~20M customers monthly with personalized promotions
- 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

### Klaviyo

Boston, MA  
(Remote)

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

- Enabled growth, business development and maintained partnerships for our enterprise Ecommerce marketing platform
- 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
- Scoped and developed a seamless and secure payment solution for SMS text messaging utilizing Shop Pay (Shopify) wallet
- Built 'Conversations' inbox to manage customer responses to a brand's SMS / WhatsApp marketing messages
- Integrated Zendesk & Gorgias CX helpdesk apps with our Conversations app
- Implemented anomaly detection to alert users when there are issues with their brand's marketing workflows

## ACHIEVEMENTS

- Speaker at Twilio SIGNAL 2020  
[Scale your business with Texting / WhatsApp](#)
- ShoutOut LA  
[News article - Meet Casey Koppes](#)
- Remote Product Manager Interview  
[News article - Remote Manager Toolbox](#)
- Built AI engine for Hospitality
- +15 Apps Released to iOS / Android Stores
- 55% to 1 Billion Guest Messages

## CERTIFICATIONS

- Certified Scrum Product Owner (CSPO)
- ITIL v3 IT Service Management
- Cisco Certified Network Associate - 640-802

## SKILLS

- JIRA | Salesforce | Asana | Trello
- Klaviyo | Customer.io | Braze | Iterable
- Intercom | Zendesk | Gorgias
- Periscope | Chartio | Looker | Tableau
- Dialogflow | OpenAI | ChatGPT | Gemini
- Figma | Sketch | Adobe XD | Zeplin
- iOS Apple Store | Android Marketplace
- Amazon Alexa | Google Assistant
- GitHub | POSTman

## EDUCATION

### University of Iowa

Business Administration | Information Systems  
(2005 - 2009)

- Networking | C+ | Network Security | DBA | Systems Analyst

# EXPERIENCE

## Go Moment (acquired by Revinate)

Santa Monica, CA  
(Remote)

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

- Responsible for AI powered hospitality guest communication platform
- 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
- Engineered AI hospitality model for intent detection via Google Dialogflow
- Automated over 50% of guest inquiries and provided suggested responses for all known intents for agents to reply with
- Implemented Salesforce lifecycle solution that automated marketing communication to leads, tracked the sales pipeline, and created accounts with tailored onboarding activities based on contract agreement
- 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)

- Managed development team of +10 to launch an event management CRM
- Designed and managed requirements for our application to track bookings, contacts, proposals, contract signing, invoicing and payments.
- Designed and released iOS mobile CRM to manage records, tasks & contacts

## 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
- Implemented Salesforce solution to track sales pipeline to implementation

## CapLinked

Manhattan Beach, CA

### Senior Product Manager (March 2015 - April 2016)

- Managed roadmap for M&A platform to review confidential documents

## Accenture

Manhattan Beach, CA

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

#### Walt Disney - Product Manager (2 years)

- Managed project initiatives for Disney's digital marketing department

#### NBC Universal - Management Consultant (3 months)

- Conducted competitive analysis of NBC's digital supply chain

#### Symantec - Service Management Consultant (3 months)

- Provided optimization strategies based on IT service mgmt practices

#### Bank of America - Product Manager (2.5 years)

- Built Salesforce solution for ~\$800B loan acquisition from '08 banking crisis

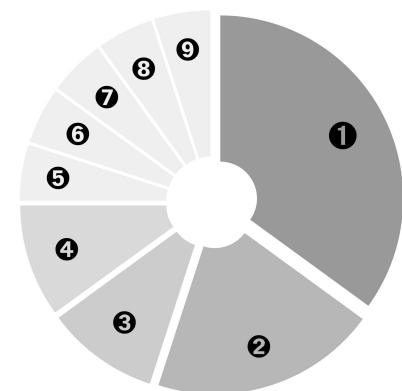
## IBM

Dubuque, IA

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

- Vetted change requests, coordinated releases and managed incidents

## Weekly Breakdown



① Listening customer needs	35%
② Story telling	20%
③ Feature scoping and design	10%
④ Prioritizing the product roadmap	10%
⑤ Analyzing results	5%
⑥ Sprint planning	5%
⑦ GTM technical enablement	5%
⑧ Establishing goals	5%
⑨ Email follow-up & coffee	5%

## PASSIONS

- Latest and greatest technology
- Growth hacking
- My dog, Lani (Belgian Malinois)
- Travel
- Cooking
- Marketer & social media manager for ecommerce brand
- Airbnb vacation property owner
- Outdoor Enthusiast (climbing, surf, volleyball, hiking)