**ALEXANDER LEVERANT**

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**PRODUCT MANAGEMENT PROFESSIONAL**

Proven experience in product development, delivery, and production support in e-commerce and IT roles. Extensive interaction with data sets, reporting, automation, and resource management. Over 12 years of experience of team management and coordination between internal and external partners.

* **Product Management** – Application of best practices and methodologies to lead development, testing, and acceptance of various production-related processes.
* **Vendor Relations –** Close collaboration with 3rd party service providers to evaluate capabilities, cost-benefit, and compatibility with existing systems.
* **Design Innovation –** Proposal and development of system improvements and productivity tools to minimize costs and maximize effectiveness of team functions.
* **SDLC –** Comprehensive experience in the software development life cycle.
* **Data –** Broad familiarity with relational databases and the SQL used to access content and develop reports.
* **Initiative** – Demonstrated ability to work independently under tight schedules to achieve goals.
* **Leadership** – Diverse positions of leadership, hiring, growing, and guiding a team of analysts and developers toward successful results within specified time constraints.

**PROFESSIONAL EXPERIENCE**

**MACYS.COM,** San Francisco, CA **March 2008 – Apr 2020**

**Product Manager, Marketing Systems**

Managed a team of system and business analysts to develop new products and provided production support, analysis, solutions, and subject matter expertise to stakeholders in the Marketing department.

* Drove product management in coordination with cross-functional teams including collection and documentation of requirements, collaboration with engineers and stakeholders to achieve critical KPIs, and ensure timely and quality delivery within user acceptance criteria.
  + Successfully developed, launched, and managed a product catalogue generator to create and transmit 100+ feeds daily to advertising partners.
  + Lead development of system monitors to track numerous internal processes, and detect and report issues to engineers 24 X 7.
  + Scaled up a critical section of the catalogue infrastructure to handle 10X the original design specifications and enable transition to Vendor Direct sales and marketing.
* Identified and recommended opportunities to increase productivity and reliability, simplify processes, and reduce costs associated with online marketing tactics. Monitored performance of systems to ensure compliance with all SLAs.
* Coordinated team efforts from design to delivery and support, and developed improvements to partner-driven marketing. Applied best practices to achieve optimum outcomes in production support, issue triage, process enhancement, and data handling, maintaining 100+ feeds, API integration with 27 partners, and 18 daily aggregate reports to affiliate partners.
* Stakeholders (Engineering, Operations Support, and Marketing teams) submitted up to 40 enhancement requests annually, all of which were subject to change during the development process. Developed business requirements, prioritized activities, and tracked progress using an overall delivery roadmap. Performed and presented results for A/B testing, UAT’s
* Managed a team of 5 system/business analysts to provide development and operational support of the partner marketing infrastructure. Our responsibilities included a network of publishers, 3rd party vendors, affiliate partners, and Macys Marketing groups, including SEM, SEO, Social Media, Local Shopping and Affiliate-driven sales.
* Mentored and developed team skills through professional development and deep institutional knowledge. All team members were actively encouraged to extend their professional development and gain wider skill sets.

**DAVITA RX,** Burlingame, CA **June 2006 – January 2008**

**QA Manager**

* Established a new QA department within a 60-person IT group, and introduced Standard SDLC practices.
* QA, planning, and staffing to develop a tool to manage medications of 5,000 dialysis patients.
* Team development, hiring, training, work assignments, and performance reviews.
* Created standardized User Acceptance practices and applied them in production.
* **Technologies:** Oracle 10g, SQL, RxExpress, VB apps, .Net apps, Web apps, Oracle Discoverer

**ORACLE,** Redwood Shores, CA **12/1999- 05/2006**

**Sr Software QA Project Leader**

* Created and maintained test outlines, test scripts, and automated scripts for the release.
* Tested JSP, Java applications using Junit.
* Verified X-platform configurations (Safari, IE, Firefox), Translation, Certification, Usability and Performance testing.

**CHARLES SCHWAB & CO.,** SF, CA **06/1999 – 12/1999**

**Software QA Engineer**

* Led QA for electronic brokerage technology, hardware and software evolutions.
* Tested plans, tested cases, conditions, test scripts, test summary.

**PHASE METRICS INC.,** Fremont, CA **02/1996 – 05/1999**

**Software QA Engineer**

* Life-time development cycle for client-server data collection system (C++/Java, SQL Server).
* Testing Plan and execution for major releases of the application (UNIX, Window NT, and Web).

**EDUCATION**

**QA Software Testing,** U.C. Berkeley Extension, San Francisco, CA

**Electronic | Computer Technician,** Heald Institute of Technology, San Francisco, CA

**Bachelor of Science, BS, Electrical Engineering,** University of Automotive Technology, Odessa

**PERSONAL**

* Enthusiastic self-starter, well organized, great attention to detail. Able to view software applications through the eyes of a user.
* Work well both under stress and under the time pressure. Deliver work on schedule. Work overtime when needed. Get along well with others. Positive motivator within QA organization.

Excellent Professional and Personal References Available upon Request