

Darius Vasefi

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EXPERIENCE:

[VisionalCommerce.com](#) - product lead

2018-current

- Visional is a new 1:1 livestream shopping platform and app.
- Founding member, ran idea validation, product design, CX, technology and ultimately the company closing in merger with international competitor.
- Build global team of product managers, designers and CX/UI.
- Recruiting, hiring, onboarding, evaluation and training program for the product team.
- Own launch and growth functions.
- Build MSA (microservices architecture) on the LAMP stack and JS with multiple API integrations including Stripe, Salesforce, SendGrid and Twilio among others.
- Customized app development for Apple AppStore and other commerce platforms including Shopify, Magento, Etsy.
- Integration and collaboration with Hadoop, Salesforce, AWS, multiple payment gateways, streaming media services, social sharing and authentication.

[InfinitiVentures.com](#) - product advisory

2018- present

- Manage design, build and launch of eight new products in 2 years.
- product design, analytics, experimentation, customer acquisition, engagement and retention.
- Work with different revenue models including SaaS, advertising, product sales, subscriptions, transaction fees and consulting.
- Product management training and PLG advisory services.

[Basepaws.com](#) - interim Chief Product Officer

Feb - Oct, 20

- Basepaws is a leading genetics and DNA analytics company focused on cats.
- Planned, designed and launched 3 new products in 6 months.
- CRO, LTV optimization, AB testing and business experimentation.
- Implemented customer analytics platform.
- Started the DAP / Data Analytics Platform and experimentation practices.
- Selected and managed vendors.

[Amazon.com](#) – Sr. Product Manager - Prime team

2017-18

- Member of Prime Platform technical product management team.
- Technical product platform and roadmap for productization of Prime membership plans.
- Initiated an end-end automation initiative for creating self-service tools for business users inside Prime to deploy capabilities with little or no technical resource involvement.
- Introduced the concept of microservices architecture (MSA) in the Prime Tech group.
- Work with teams across Amazon including marketplace, Fresh and Pantry, Internationalization, Kindle, AWS and Alexa.

[Accenture.com](#) Digital - senior manager / delivery lead

2014-15

- Health and lifestyle training company: ATG implementation consulting, solution architect, estimating process, client presentation, account strategy.
- Top 2 global credit card company: Mobile Payment system consulting, Strategy, customer acquisition, partnerships.

- Regional health insurance company: Organization consulting on team makeup and functions for a web and mobile IT organization.
- Top network equipment maker: consumer ecommerce strategy and account planning.

VerizonWireless.com - program / engagement manager

2013-14

- Key member of sales team closing over \$7 Mil in Professional Services business.
- Responsible for managing the scope and implementation of multiple concurrent enterprise-wide implementations. Ran scoping and negotiations, interviewing, selecting and on-boarding team members including project managers, architects, technical leads, developers, UX/UI designers.
- Lead the merchandising implementation for all the internal customers of the new platform including roles, responsibilities, workflows, user guides, user training and demos.

[Oracle Web Commerce \(atg.com\)](http://Oracle.com) - Implementation project/engagement manager

2008-12

ATG was the leading enterprise class E-commerce platform. Now Oracle Web Commerce Lead and implemented multiple enterprise engagement.

- NationalGeographic.com; Samsclub.com; BodyBuilding.com; RH/RestorationHardware.com; USDA; DirectBrands.com; Fleetfarm.com; Walmart.com

[MedImpact Healthcare Systems, Inc.](http://MedImpact.com) - Sr. Project Manager

2005-6

MedImpact is the largest private PBM (Pharmacy Benefits Manager) in the US.

Lead multiple concurrent client implementation projects for Medicare Part-D mandate.

- Managed planning and pricing phase of two of the company's new Part-D features.

[Sterling Commerce \(IBM\)](http://SterlingCommerce.com) - Senior e-business consultant

2000-1

Sterling commerce is a leading provider of EDI solutions to the fortune 1000.

- worked with clients including healthcare, consumer goods and financial on e-business transformation projects.

[Kinderview.com/Cyber-Vision, Inc.](http://Kinderview.com) - President/VP technology

1999-2000

Kinderview designed the first IP-based digital monitoring systems for the US daycare industry.

- In charge of the technological direction for company's product lines and strategy.
- Installation and rollout of over 1,000 cameras in 75 daycare locations across the US.

EDUCATION, TEACHING, PUBLISHING:

- Certified Project Management Professional, **PMP**, 2007 - current.
- Bachelor of Science Mechanical Engineering (BSME), Portland State University
- Minor: Computer Science, Database development, enterprise architecture
- PMI OC, Lecturer, PMP certification courses.
- Producer and host of RetailTechPodcast.com a retail-focused podcast in partnership with NRF and other retail orgs and over 100 interviews.

PERSONAL:

- US Citizen - Available for travel.