



Nicholas J. D'Errico

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Product Manager, Relationship-Builder, and Storyteller

Product Management is about humility and empathy. I develop strong visions with deep customer conversations and honest developer feedback, leading to \$75M+ revenue growth over 4 years' PM experience.

Skills: Product Management | Product Marketing | Product & UX Design | Product Launch | A/B Testing | GTM Strategies | Presentation | Risk Management | Prioritization | Agile

Tools: JIRA | Confluence | Trello | Aha! | Tableau | Google Analytics & Search Console | Google Optimize | ProductBoard | Balsamiq | Omniture | MS Office | Adobe CC

Experience

Associate Product Manager | Staples, Inc. | Framingham, MA Sept. 2017—July 2020

Owned Growth roadmaps across omni-channel Print Services organization, grossing \$100M annually, while leading cross-functional, remote Agile teams in Vancouver & Austin.

- Drove sitewide SEO optimization of content, hierarchy, and supporting infrastructure, resulting in \$10M AAV and 1.2M additional annual visits. Prioritized SEO launch strategy for a new document ordering platform, forecasted for \$42M in sales annually.
- Designed business strategy for AI-Driven Personalization & Recommendations, forecasted for \$5M AAV. Launched features from scratch and supported them through product lifecycle.
- Monetized omni-channel shipping & fulfillment platform as a PaaS to license to other retailers. Released APIs with order management, payment, and third-party vendor systems.

Associate Product Manager | Vitals | Westborough, MA Sept. 2016—Aug. 2017

Launched and optimized two B2C healthcare sites with a combined 10-12M monthly visits and \$10-\$15M in annual revenue through native/display ad products and branded content.

- Led & tested mobile-first redesign of search/browse, homepage, and provider rating system UX, boosting monthly visits by 25%. Standardized site UI to Material Design.
- Spearheaded Agile transformation and coached teams in process design and adoption.

Product Marketing Consultant | Self-Employed | Worcester, MA May 2012—Nov. 2018

Freelance side-hustle consultancy crafting product messaging, go-to-market strategies, competitive intelligence, and content for clients such as Walmart, American Express, and EY.

- Published Ernst & Young's monthly M&A briefs and annual reports, analyzing transactional data to forecast tech industry and vertical trends for the firm's thousands of clients.
- Created corporate white papers and ghost-written articles in publications such as Dark Reading and theHRDirector, averaging over 500k readers per month.

Certifications

SAFe 4.0 Certified Product Owner/Product Manager
PMC III (Pragmatic Institute)
Professional Scrum Master I (Scrum.org)

Education

Bachelor of Arts: Writing, Literature, & Publishing — Summa Cum Laude
Emerson College | Boston, MA

Coursework in digital media, project management, marketing, and Web business management.