

# David Coons

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## Functional summary

With over 15 years experience in leading teams, including 11 years in e-commerce, I have worked on both technology and business sides of the fence, and am comfortable working with all levels of corporate management and have a good understanding of most key roles involved in Product Management and Product Development.

## Summary of qualifications

- Over 10 years of Web Development and Product Management experience
- Over 10 years defining, documenting and modeling business processes
- Over 10 years leading Retail & Technology projects from Opportunity Evaluation through Implementation and post-mortem
- Over 10 years experience in planning development projects.
- Over 10 years experience liaising with all levels of corporate management
- Keen ability to meet plan milestones while working in an ever changing, fast-paced environment.
- Very astute and detail oriented problem solver

## Employment

08/2008 – Present  
Expedia.com, Ltd  
London, UK

### Senior Technical Product Manager – Expedia Worldwide Engineering SEO and Customer Experience Engineering

As the Senior TPM on the SEO team my key responsibilities are:

- Working closely with the SEO business team to shape and prioritise the product pipeline and roadmap for the three SEO Product Development Teams.
- Manage the product backlog for 3 SEO Development teams.
- Manage the feature specifications of projects for the SEO teams, and ensure team and company standards in documentation are followed by all the TPMs in our larger team
- Represent SEO projects and releases with EWE Release management
- Drive process improvement and adoption through the SEO team, the whole EWE London team and the larger EWE team in Bellevue in some cases.
- Participate in vendor negotiations/discussions relating to non-EWE technology or business projects
- Consult with EWE TPMs on projects involving re-platforming legacy Expedia features to new technology.

02/2006 – 08/2008  
Expedia, Inc.  
Bellevue, WA

### Program Manager – North American Programs

Initially reporting to the Director of Expedia NA Product Development, this role focused partly on managing technology projects for the Canadian Point of Sale while at the same time maintaining product management responsibility while my position in Toronto was back-filled.

**Hotel UI Replatform Project** – I led the UI portion of the port, and was the liaison to our offshore development team in China. Once development was complete, I took the lead role in shepherding our product through the IT pipeline to final delivery.

Over the course of this project, I led a coordinated group of project teams in our first multi-project deployment, overcoming several technical and organizational problems in a short period of time. During this phase, I reported daily to the CTO and Technology Governance Board.

<p>01/2005 – 02/2006 Expedia Canada Corp Toronto, Ontario</p>	<p><b>Product Manager</b></p> <p>During my year in the Toronto office I worked on migrating the site from classic ASP to C#.NET; Tour Operator Packages product launch; Global site search wizard; Product launch page redesign; stand-alone insurance; content management system revamp; Hotels.ca packages product launch</p> <p>In this role, my responsibilities were:</p> <ul style="list-style-type: none"> <li>• Own the relationship with Expedia technology groups as a business stakeholder for projects they were undertaking having an impact on the Canadian business.</li> <li>• Work with the International development team as primary business stakeholder for project sponsored by the Canadian Business</li> <li>• Work with the global product management community on cross geography prioritisation of our shared pipeline.</li> <li>• Directly manage the work of our Canadian web development team including the prioritisation of their workstream, requirements definition and technical specification for any big projects we worked on.</li> <li>• Manage vendor resources for Design, User Research and Usability studies undertaken in support of key Canadian initiatives.</li> <li>• Participate as a member of the leadership team in recruitment for open positions in the Retail team.</li> </ul>
<p>12/2003 – 01/2005 Sears Canada Inc. Toronto, Ontario</p>	<p><b>eCommerce Product Director</b></p> <p>Reporting to the National Manager, E-Commerce, my primary responsibility was to use my extensive industry knowledge to facilitate the integration of our eRetailing strategy across multiple business and technology verticals within the corporation.</p> <p>My team of Project Managers and Business analysts focused on the evaluation of opportunities that directly affected the growth of sears.ca and initiatives that drove the adoption of internet use in Canada.</p> <p>Our responsibility to the organization was to determine the priority of requests, and suggest improvements that ensure our capital and human resource investments are made with highest return possible.</p> <p>As one of the senior managers in the sears.ca business, I was also the primary consultant for other business units in executing sound eBusiness strategies. My clients included Sears Financial Services, Flowers by Sears, Sears Loyalty Program Group, Sears Travel, Sears Call Corporate Call Centres and the Executive Team of Sears Canada</p>
<p>06/1999 - 12/2003 Sears Canada Inc. Toronto, Ontario</p>	<p><b>Manager, E-Commerce Operations</b> <b>eCommerce Project Manager</b></p> <p>Reporting to the National Manager, E-Commerce, as Manager, E-Commerce Operations I was responsible for a team of web-producers creating content for www.sears.ca.</p> <p>Primary responsibilities included recruitment and training, direction and supervision to operations team, preparing and managing schedules and resource plans, managing financial budgets, conducting associate performance reviews and daily coaching of staff.</p> <p>Some of the initiatives I worked on in my time in this assignment are:</p> <ul style="list-style-type: none"> <li>• sears.ca sitewide search</li> <li>• Sears corporate customer account self-service</li> <li>• Sears Gift registry</li> <li>• sears.ca redesign</li> </ul>

**Education**  
1995 - 1997

**Faculty of Psychology, University of Western Ontario**

- Part time studies toward undergraduate degree while working full-time