

Ted Krekoukis

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Skills and Abilities

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- Digital Media, eCommerce, SaaS
- Product, Project, and Digital Operations Management
- Digital solutions subject matter expert; e-commerce stores, iOS & Android applications, SaaS & a-la carte sales, software & hardware
- Growth Product leader for household name brand NOOK
- Qualitative, quantitative and competitive analysis
- Market research, Customer Surveys, Focus Groups
- User Story, Objective Key Results (OKR) Requirements, Wireframes
- Project planning, managing calendar, Scrum meetings, tasks
- MS Project, SmartSheet, Asana, JIRA, Confluence, Balsamiq
- Manage Product/Software cycle
- Manage core teams, creative, technology, quality assurance
- Motivate extended teams, sales, marketing, business analysts
- Profit & Loss business owner, create and manage Key Performance Indicators (KPI)
- SAP, Shopify, Big Cartel, eBay, Amazon, Walmart, Google
- Ecommerce, SaaS, omnichannel and retail strategy
- Managing business relationships,

Summary

Experienced, goal focused Product Manager, who genuinely enjoys delivering solutions that meet customer needs, while adding value to the company. Proven expertise in product development, project management, and operations at companies like Barnes & Noble, Viacom, IBM. Skilled in quantitative and qualitative analysis, product roadmaps, motivating cross-functional, and building strong vendor relationships. Proficient in Agile methodologies, e-commerce, hardware product lifecycle development and strategic management, application (iOS/Android) solutions, contract negotiations, writing requirements, stories, use case development, OKR creation and KPI tracking. Full digital expertise, web, mobile, applications on iOS & Android as well as eBooks.

Experience

Product Manager / Sonny's Enterprises Inc.

September 2023 – Present

- Strategic product portfolio management. Product manager for multiple product lines. Driving double-digit growth in overall sales, including digital channels.
- Quantitative and Qualitative analysis used to understand customer needs, guide value, differentiate from competition, account for trends, inform strategic roadmap.
- Developed business cases, outlining financial projections, ROI analysis, OKRs, use case, requirement document, driving development, testing, KPIs, and refinement in an agile iterative environment.
- Facilitated collaborative and data-based solutions across the organization; working with teams, prioritize, understand risks, and deliver solutions.
- Collaborated with engineering, marketing, UX/UI, tech teams to define product requirements, ensuring alignment with business goals and technical feasibility
- Managed end-to-end product lifecycle from ideation to launch, including market testing, pricing strategy, and go-to-market plans.
- Maintain prioritized backlog, working with team members to explain requirements, including expediting the mitigation process where necessary to meet goals.
- Developed pricing strategies resulting in a double digit increase in profit margin.
- Developed strong relationships with key stakeholders including executives, engineering teams, sales teams, and customers throughout the product lifecycle.
- Managed relationships with external vendors and partners for sourcing components or integrating third-party solutions into the product ecosystem

Product Director / Barnes & Noble NOOK [promotion]

May 2017 – Sept. 2022

- Product Director for Barnes & Noble NOOK products. Product line includes software, hardware, website, mobile, iOS & Android applications
- Directed a multi-million ecommerce and retail business.
- Directly responsible for P&L, strategy, taking product inputs, organizing them into a strategic prioritized roadmap, managing and prioritizing.

contract negotiations, legal

- Excellent communication

- Streaming Audio and Video, ePublishing, eReader, epub, HTML, Javascript, Perl, SQL

Education

—
BA, Economics /
SUNY at Stony Brook

Certificate, e-Commerce /
New York University

Awards

—
-Executive Award, Barnes & Noble, voted on by executives, incentive based cash award.

Volunteer Work

—
-Board member, GOYA, Greek Orthodox Youth Association

-Qualitative & quantitative research to determine best product fit.
-Developed user stories. Participated in Scrum meetings and sprints.
-Oversee and Motivate all stages of product creation, including core teams and extended teams to achieve go-to market goals.
-Worked closely with project, design, technology and quality teams.
-Worked closely with the merchandising and marketing teams to correctly present products, create promotions and advertising.
-Responsible for global vendor relationships, negotiated contracts
-Sales models used, B2C, B2B, e-commerce, online and in-application sales, including digital subscriptions and brick/retail store sales.

Senior Manager, Product, Project & Operations / Barnes & Noble

May 2011 - 2017

-Digital Newsstand and Audiobooks founding member, program owner.
-Responsible for the launch and growth of Digital Audiobooks & Newsstand business. Managed projects and priorities, everything from customer facing elements to internal processes and support.
-Authored use cases, requirements, project plans, operational documents
-Created a global team using in house hiring and vendor global footprint.
-Project managed the launch of e-commerce, e-reading and listening product offerings, available on pre-installed Android based devices, applications for iOS, android, desktop software, and NOOK e-readers.
-Publisher and vendor main point of contact, negotiated contracts.
-Responsible for Publisher relationships, internal operations, customer experience, P&L growth.

Creative Services Senior Manager / Conde Nast Entertainment

July 2005 - 2011

-Founding member of a new internal creative service team.
-Built and hired a co-location team responsible for project implementation, creative, front end production and quality control of advertiser campaigns
-Project managed advertiser campaigns across Conde Nast digital properties.
-Project managed video DAMS into internal tools & then customer facing video streaming solution, driving more views, higher conversion & retention.

Project Manager / IBM

January 2002 - 2005

-Project managed the next iteration of IBM's global project management tool, the primary production cycle and financial recovery project tool, with over 3000 active projects and over 100,000 users.
-Project managed the online implementation of global ad campaign with slogan "On Demand Business"

Front End Developer / Viacom

January 1999 - 2002

-Developed affiliate streaming radio for MTV Group, purchase of SonicNet.
-Front end developer, coding HTML, JavaScript, PERL, SQL