

Shamra Dannecker

Senior Product Manager

Details

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Profile

A Senior Product Manager with 5 years of experience in leading cross-functional teams to deliver high-impact products in diverse industries. Expertise in driving product strategy, developing roadmaps, and managing end-to-end product life cycles. Skilled in data-driven decision-making, agile methodologies, and stakeholder communication. Proven track record of enhancing user experience, driving revenue growth, and accelerating product development.

Employment History

Senior Product Manager at Amazon, WA

Feb 2023 - Present

- Led a cross-functional team to launch Amazon's new XYZ product line, resulting in a 25% increase in sales revenue and a 15% expansion in the customer base within the first year.
- Managed the successful migration of over 10,000 SKUs to Amazon's upgraded inventory management system, reducing order processing time by 20% and increasing overall operational efficiency by 10%.
- Implemented data-driven product pricing strategies that led to a 30% improvement in profit margins for Amazon's ABC category, generating an additional \$2M in annual revenue.
- Drove a 50% reduction in customer complaints related to product quality by revamping the vendor selection process and implementing stricter quality control measures, leading to a significant improvement in customer satisfaction scores.

Associate Product Manager at Microsoft, WA

Sep 2018 - Dec 2022

- Led the development and launch of a new software product, resulting in a 20% increase in revenue and acquiring over 10,000 new customers within the first six months.
- Streamlined the product development process by implementing agile methodologies, reducing the average project completion time by 25% and increasing team efficiency by 15%.
- Conducted extensive market research and analysis, leading to the identification of key growth opportunities that contributed to a 30% increase in user engagement and a 10% boost in customer retention rates.

Education

Master of Business Administration in Product Management at University of Washington Foster School of Business, Seattle, WA

Sep 2014 - May 2018