

# TONY PAGLIOCCO

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## Summary

Customer-obsessed, people-centered, strategic leader and change agent with over 22 years of progressive experience delivering growth and innovation at the intersection of consumer businesses, technology, and analytics. Passion is developing amazing teams and creating the conditions where we make a difference every day in delivering every customer a VIP experience. Internationally experienced building digital organizations for Fortune 500 companies, while accelerating strategy and ecosystems of global products with multi-million dollar budgets that deliver experiences to millions all over the world.

## Skills

Product Management, Digital Strategy, Digital Transformation, Product Design, Technical Delivery, Strategic Partnerships, Leadership, Communication, Agile, Digital Media, Emerging Technologies, Competitive Analysis, E-Commerce Strategy, User Journey and Experience, Team Building, Go to Market Strategy, Risk Management, Data Analytics, Operational Metrics (KPIs), Enterprise Cloud Platforms (Azure, AWS, GCP), Code Design (Python, PHP, MySQL), Executive Advisory and Consulting, Target Operating Model Design, Business Strategy, Customer Acquisition, Market Sizing

## Experience

### **Chief Product Officer | RAI Digital | Riyadh, KSA / Abu Dhabi, UAE | March 2021 - Present**

- Led the digital strategy and creation of an operations model for a GCC government marketplace platform to increase awards of tenders by 15%.
- As a member of the C-level executive team, led the buildout of the framework and methodology for multi-national product management and consulting team with specialization in analytics, data governance, and digital products focused on emerging technologies.
- Facilitated ideation, research, design, and delivery of a government analytics platform that incorporates data virtualization, predictive, and prescriptive tools for the Ministry of Health of one of the largest countries in the GCC.
- Accelerated a multi-entity government Data as a Service platform that allowed for streamlining of data through virtualization, custom APIs and SDKs, and self-service tools to open national GIS data to the every entity of government in the country.
- Developed the design and implementation of an enterprise data governance function for a leading KSA healthcare holding company to align with national data management standards and future-proof their data priorities.
- Designed the delivery of the digital transformation and digital product units for the largest postal and logistics entity in the GCC serving 30m residents, while identifying key customer segments for data partnerships to monetize data and improve recurring revenue streams.

### **Head of Product, Analytics and Information Management Services | Boeing | Bellevue, WA | August 2018 - November 2021**

- Lead and hired a team of 23 Senior Product Managers (143-person team in total) that delivered an enterprise predictive and prescriptive self-service analytics platform for Boeing Commercial Air and Boeing Defense, Space, and Security's manufacturing, supply chain, and procurement functions processing 7 million queries / 2.4 petabytes of data per hour on Google Cloud Platform.
- Developed and led the Global Enterprise Product Management plan to increase product planning, delivery, and manageability of service by 25%. Training all levels of the organization in product management, delivery, and change management.
- Leader of the team developing predictive analytics solutions for supply chain, defense maintenance-repair-overhaul (MRO), and flight sciences engineering resulting in >\$300Mil in annual cost savings.
- Prioritized executive initiatives while aligning key stakeholders to a commercial strategy, underpinned by a multi-layered product roadmap, with budgets in excess of \$100 million USD.
- Championed the digital strategy, operating model design, and delivery of a predictive procurement tool to optimize pricing for 737, 777, and 787 aircraft materials which resulted in a \$144 million USD savings in its first year in production.
- Compliant in Boeing's Certifications for Data Protection, Intellectual Property, Compliance, and Personal Data Protection.

### **Sr Digital Product Manager, Mobile & eSports | Hasbro | Renton, WA | February 2013 - August 2018**

- Head of product research, requirements, implementation, and go-to-market execution of the Wizards Prize Payment global platform for Magic the Gathering that validated event results, mapped payments to the account, and reduced payment time from 3 months to 3-5 days.
- Prioritized and created requirements for new feature development and bug prioritization for our Wizards Large Tournament Reporting software (WLTR), the primary operational tool for our 70 professional-level events paying out over \$5,000,000 yearly.
- Led the story generation, requirement development, and prioritization as product owner for 4 components of a service-oriented architected single sign-on (SSO) account system for 25,000,000 players and merged 14 legacy systems into 1 cloud-based seamless customer system.
- Collaborated with a multi-dimensional team on strategy, operating model, and technical design of the online game Magic Arena, which drove new revenue records equating to \$406 million in revenue as of 2020.

### **Director of Digital Product Management - Platform Analytics | Digital Research Inc. | Kennebunk, ME | February 2011 - February 2013**

- Directly managed a team of web engineers and data analysts using PHP, MySQL, JavaScript, XML, Drupal, and SPSS.
- Led the development of our online survey creation, data automation, and integrity validation tools reducing delivery time by 35%.
- Led production of Waggle, a white label tool for analyzing customer sentiment and building data segmentation models dynamically.
- Integrated company-wide agile project management (Scrum) and quality assurance tools to improve reporting and delivery by 50%.
- Developed product specifications, use cases, and technical implementation of an in-house survey and data sentiment analysis tool.

### **Director of Product Management | SHE Media | Scottsdale, AZ | July 2007 - February 2010**

- Lead a 40+ member cross-functional product (engineering, design, video production & product management) team to operate, build, support, scale, and accelerate the fastest growing online women's media company from 3m / month to 49m / month.
- Prioritized backlogs and product roadmaps for the engineering and design teams in line with advertising campaign schedules.
- Designed requirements and led the delivery of custom CMS and video analytic tools that integrated an advertising reporting dashboard and improved geolocation targeting, increasing revenue by 32%.
- Decision maker for all aspects of the product, mentored department heads, product management, and senior team members, negotiated between sales and brand owners, owned sign-off on all new releases, product strategy, and direction.
- Worked with C-level execs to deliver success metrics including audience development, product quality, user engagement, social growth, custom execution performance, & organic search growth.

## **Featured Events**

### **ProductCon - Seattle, Featured Speaker | Seattle, WA | June 2019**

- Globally recognized Product Management Conference with over 10,000 attendees (#ProductCon Seattle).
- Seminar Title - "Expectation Management for Product Managers".

### **Product World - Oakland, Featured Speaker | Oakland, CA | February 2020**

- The world's largest digital product management conference (8000+ attendees) courtesy of DeveloperWeek & Google.
- Seminar Title - "Empathy and Empowerment in an Agile World".

### **Chief Product Officer Summit, Featured Panelist | Product-Led Alliance | June 2022**

- World's largest and renowned global summit for Chief Product Officers.
- Panel Title - "Establishing & Executing your Product Strategy: Growing and Scaling".

## **Education**

**Bachelor of Science in Computer Science | Arizona State University | Tempe, AZ | 2001 |**

**Masters of Public Policy Administration | University of Massachusetts | 3.85 | Dartmouth, MA | In Progress |**

## **Certifications**

**Microsoft Data Science Professional | Microsoft | 2018 - Present**

**Scaled Agile Framework (SAFe) Leader | SAFe Foundation | 2018 - Present**

**Certified ScrumMaster (CSM) | Scrum Alliance | 2007 - Present**

**Certified Scrum Product Owner (CSPO) | Scrum Alliance | 2013 - Present**