

MIKE DE LA HOZ

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PRODUCT MANAGEMENT DIRECTOR

Defining, delivering and marketing profitable consumer-centric ecommerce solutions

Profile

Strategic Marketing Leader with progressive track record of driving revenue growth, profit enhancement and successful P&L product-line management. Offering solid business acumen, full product lifecycle management and technology background combined with vision and the ability to innovate and inspire cross-functional teams to top performance.

Marketing

- ✓ **P&L Growth and profitability** of \$16M for florist B2B hosted ecommerce turnkey business and \$5M for new product development and launch of B2C online florist directory. (Teleflora)

Milestones

- ✓ **Accelerated Launch** - Re-defined online travel space by defining, designing, and delivering www.orbitz.com, a premiere online travel website focused on ease of use, efficient consumer interaction resulting in a positive consumer experience and industry-leading conversion rates. (Orbitz.com)
- ✓ **Delivered eCommerce solutions producing \$41M in incremental revenue** through delivery of online booking solutions and value added content to supplement airline's online presence (Sabre Holdings)

PROFESSIONAL EXPERIENCE

MDH Consulting / ATX Group

Internet Marketing Manager

eCommerce Consultant

Dallas, Texas

November 2007 - Present

September 2006 – October 2007

- **Brand Marketing:** Reposition Peugeot online strategy and deliver web redesign for [Peugeot Services Mobiles](#) product offering to improve ease-of-use and conversion growth. Extend brand reach through development of an iGoogle Gadget and a Facebook ECO applet
- **Cross Functional Manager:** Managed various design and technology agencies in Paris and Duesseldorf on behalf of client – Peugeot to define, design, and develop [Peugeot Services Mobiles](#)
- **Innovation:** Crafted and managed innovation pipeline and roadmap to accelerate time-to-market for solutions supporting corporate strategy
 - Capitalize on social media by developing web portal concept for BMW MINI Community Drives, and geo-targeted in-vehicle location based advertising
- **Online Retail:** Launched Peugeot Safety Blackspot ecommerce solution <https://www.radars.peugeot.fr/> in support of customer care strategy to tighten the affinity between the online/on-board experience

Teleflora LLC www.teleflora.com

Director, Internet Services

World's leading privately-held floral service and Products Company with over 20,000 florist members

Los Angeles, California

October 2004 – September 2006

- **eCommerce Growth:** P&L responsibility for www.findaflorist.com and eFlorist B2B turnkey florist eCommerce solution
 - Developed, positioned and market launched new line of business, findaflorist.com, a consumer-facing online florist directory, with \$5M annual advertising revenues on \$250k operating expense
 - Doubled penetration in web hosting line of business; identified opportunity and developed strategy to increase revenues from \$7M to \$11M by shifting business model from a fixed fee to a transaction based business
- **Analytics:** utilized Omniture and in-house reporting tools to analyze cross-channel buying history, customer profile data and website browse behavior to support marketing programs
- **Search Marketing:** developed SEO strategy capitalizing on 100% growth in traffic from organic unpaid searches while increasing rankings for key search terms using key data points from Omniture behavior and usage tracking
- **Marketing Strategy:** developed 3 year strategic plan with emphasis on maintaining competitive advantage and sustainable growth through scale by adopting emerging technologies

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PROFESSIONAL EXPERIENCE *(Continued)*

Orbitz – www.orbitz.com

Director, Product Management

Chicago, Illinois / Los Angeles, California

October 2000 – March 2003

Online Travel Agency with revolutionary B2C distribution model

- **Team Leader:** built and mobilized team of analysts to deliver product specifications for key strategic initiatives providing strong leadership and intense focus to maintain product scope and on-time delivery
- Managed \$10M annual Product Marketing budget
- **Customer Care & Satisfaction:** Co-authored Customer Care Strategy of --Connecting People w/ Information-- a key driver in Orbitz's industry leading 57% customer retention rate
- **Operational Efficiency:** Executed implementation of Documentum content delivery platform to support Customer Care and Online Marketing initiatives saving the company approximately \$500k and experienced 25% efficiency improvement in content syndication
 - Developed and evangelized enterprise-wide product development lifecycle focused on productivity and quality
- **Innovation:** established consumer-centric product research, design and development facility in Southern California; Served as the leading consumer advocate and evangelist and instill voice of the customer throughout the organization to ensure that Orbitz offers its customers an industry leading user experience

Sabre Holdings

Director, Airline Sales & Service

Fort Worth, Texas

October 1999 – September 2000

Global Development Manager – Planet Sabre

April 1995 – September 1999

World leader providing Travel & Transportation Services

- **Business Development:** Secured \$41M in ecommerce contracts providing Internet booking capabilities and value added content for several US and International airline travel portals
- **Market Research:** Conducted extensive research on Internet travel industry trends and consumer travel purchase behavior to assist in developing successful travel portal implementation strategies
- **Product Development & Launch:**
 - Directed 10+ engineers and 20+ in-country product specialists to deliver 3 releases of Planet Sabre with a company-first simultaneous release in 6 continents, 64 countries translated in 6 languages
 - Cross-organization collaboration with business owners to define and deliver product requirements and technical specifications for key product features
- **Operational Excellence:**
 - Reduced software distribution costs by over 60% through self-service electronic software updates
 - Focused on operational excellence initiatives by re-engineering business processes and implement metrics and quality standards to reduce waste and cycle time, and improve ability to deliver according to commitments
- **Team Leader:** Provided direction to peers and staff on application and systems development best practices, career guidance, and standard operating procedures. Collaborated with local and international business partners, divisional leaders, and team members to define project scope and deliverables. Planned, coordinated and monitored all aspects of projects. Assisted in implementing procedures to support new solutions.

EDUCATION

Florida International University

BBA Degree in Management Information System

Miami, FL

1992

University of Miami

Undergraduate studies toward BBA in accounting

Coral Gables, FL

1985 – 1988