
Marshall Keahiloa Cahill

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Product Management | Business Operations | Thought leader | Customer Advocate

A results-driven business IT professional looking to gain a position as a Director, where skills of team leadership, product management, pragmatic marketing, and customer satisfaction can be utilized for the growth and development of the organization. Strong sense for diagnosing complex problems and consistently delivering cost-effective and intelligent solutions.

Achievements

Leadership	Owned the product vision and led an Agile team to deliver a mobile-first redesign of a global checkout experience processing billions of dollars annually.
Managerial	Formed and managed cross-functional team which increased customer satisfaction and decreased system maintenance costs by resolving consistent and complex problems.
Analytical	Developed Management Summary Reports and Executive Dashboard in order to reveal the company's most profitable KPI.

Proficiencies

Productivity	Word, Excel, Powerpoint, Visio, Project, Outlook, OneNote, Axure, InVision, Twiki, Confluence, Jira, Dreamweaver, Wordpress, Drupal, Joomla!, Photoshop and Illustrator
Analytics	Tableau, Google Analytics, Alation, PL/SQL, Omniture, ClickTale, Satmetrix, Coremetrics, WebTrends, LogiXML, Crystal Reports, Business Objects and Woopra
Languages	SQL, HTML5, DHTML, CSS, XML, JSON, Javascript, React, ASP, .NET, Macros and PHP

Professional Experience

GoDaddy, Inc., Scottsdale, Arizona, U.S.A.

Director

January 2011 to Present

Director of Business Operations responsible for primary purchase path on GoDaddy.com including Sign-in/Create and Cart & Checkout. Prior roles include Product Management and Site Marketing for My Account, Checkout and Payments, Site Navigation and Homepage. Collaborate closely with various teams across the company including Product Marketing, Customer Care, Engineering, Experimentation, Machine learning, Security and Legal teams. Constantly analyzing qualitative and quantitative data to identify new opportunities and maximize profit. Define product roadmaps for multiple purchase funnels and engineering teams. Most notably led the redesign of GoDaddy.com global checkout platform to be mobile-first with a multilayered architecture. Focused on creating highly effective and efficient teams as well as inspiring excellence in execution and partner relationships.

Ticketmaster Ltd., London, England, U.K.

International Product Manager

April 2007 to October 2010

International Product Manager of Discovery and Web Marketing, Web Checkout, Online Auctions, Online TicketExchange and Web Point of Sale ticketing solutions; Global Product Manager of CRM and Ticket Creation Tool. Managed successful launches of an Auction Product in 7 countries achieving results above the projected goal. Provided strategic direction for global initiatives, determined most profitable and cost-effective solution and managed Agile Scrum product development from cradle to grave in numerous markets. Defined global product roadmaps for Discovery and Web Marketing, Web Checkout, Online Auctions and Web Point of Sale consumer facing applications on Ticketmaster.com as well as CRM and Ticket Creation Tool for customer care teams. Managed London 2012 Summer Olympics roll-out of CRM and ticket allocation tools.

DHL Express Inc., Scottsdale, Arizona, U.S.A.

Product Manager

December 2004 to January 2007

Hired as Senior Business Analyst and was promoted to Product Manager of DHL online shipping applications; DHL WebShip, CorporateShip and Import Express Online for the global lead region. Presented competitive product roadmaps and worked intimately with customers, sales and engineering to ensure successful product releases. Managed the design and development of global web-based systems using Service Oriented Architecture. Researched new and emerging technologies; increased performance through analytical testing; developed business cases; defined ROI and identified KPI.