

# ALANYS GAZAPO

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## Genentech

*Director of Web & Mobile* | San Francisco, CA

January 2022 – Present

Oversee Genentech's product websites to ensure they align with our overall digital strategy. Collaborate with cross-functional teams to develop and implement website design architecture, UI/UX, and functionality changes that support business objectives. Monitor and analyze website performance metrics, identifying areas for improvement and implementing optimization strategies. Ensure website compliance with industry standards, accessibility requirements, and legal regulations. Stay up-to-date with industry trends and advancements in website design, functionality, and development, and apply this knowledge to continuously improve our websites and digital presence. Manage relationships with external vendors, including website hosting providers, content management system providers, and other third-party service providers.

*Technical Program Manager* | San Francisco, CA

June 2020 – January 2022

Lead the development and implementation of a comprehensive redesign strategy that resulted in a 20% increase in organic traffic along with a 34% increase in our accessibility and customer feedback. Successfully integrated multiple APIs into our company's web platform. Execute pilots for our new CDP product to deliver personalized web recommendations to users.

## Bigtincan

*Technical Lead* | New York, NY

Nov 2011 – May 2020

Oversaw the technical implementation of project timelines, milestones, and analytics for the Genentech portfolio. Partnered with internal and external teams to implement data-driven initiatives across the portfolio. Gathered analytics and presented reports to leadership to drive data-driven business decisions.

## Usablenet

*Product Manager* | New York, NY

May 2010 – May 2011

Managed the implementation of mobile e-commerce sites & Facebook apps. Oversaw project budget, timelines, and communicated with key leadership teams. Developed customer relationships within project & key stakeholders. Performed product demos and prototype modules for key e-commerce apps.

## SanovaWorks

*Product Manager* | New York, NY

June 2006 – June 2010

Defined the digital product strategy and roadmap for a pharma sponsored educational tool. Managed the product throughout its lifecycle from concept to end-of-life. Developed requirements, stories, and acceptance criteria for dev & design teams.

## education & professional development

B.S.E - Applied Mathematics | Johnson & Wales University | Providence, RI

Google Cloud Certified Professional Architect | Google

Certified Project Management Professional (PMP)

## skills

software development  
product management  
pharma marketing  
retail marketing  
mobile  
data science

## languages

Python  
JSON  
NodeJS  
Swift  
SQL  
CSS  
HTML  
JavaScript  
PHP

## software

LLMs  
Adobe  
GA4  
KeenIO  
SegmentIO  
Enlighten  
BitBucket  
Xcode  
JIRA  
MAMP  
Smarsheet  
Mural  
Slack  
Windows OS  
OSX / iOS  
Google Suite  
MS Suite  
Adobe Suite  
Postman

## personal

Bi-lingual  
espresso lover  
bike enthusiast  
murder mysteries fan  
problem solver

## I also love chocolate