# 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 API & website 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.

**Ingage**

*Senior Product Manger* | New York, NY
Nov 2011 – May 2020
Oversaw the product roadmap of Ingage server product from inception through implementation. Partnered with internal and external teams to implement data-driven initiatives across the portfolio. Implement product features for the Pharma vertical of the business primarily working with Genentech, Novartis, and Abbvie

**Usablenet**

*Product Manager* | New York, NY
May 2010 – May 2011
Managed the roadmap of mobile e-commerce & Facebook app products. 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
AI

**languages**

Python
JSON
NodeJS
Swift
SQL
CSS
HTML
JavaScript
PHP

**software**

Meta Llama 2
Adobe
GA4
KeenIO
SegmentIO
Ensighten
BitBucket
Xcode
JIRA
MAMP
Smarsheet
Mural
Slack
Windows OS
OSX / iOS
Google Suite
MS Suite
Adobe Suite
Postman
Figma

**personal**

Bi-lingual
espresso lover
bike enthusiast
murder mysteries junky
passionate about travel
fan of brooches

**I also really love chocolate**