

# David Ferruggiario

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## PROFESSIONAL SUMMARY

Data analytics and product professional with 8+ years of cross-functional product leadership across Fortune 500 clients, guiding products from conception to launch across e-commerce, Generative AI (GenAI), and data platforms. Expert at understanding user requirements, defining KPIs, and working collaboratively with engineering, UX, marketing, finance, and senior leadership to launch new products, test performance, and iterate quickly. Recognized for bridging business and technical teams, developing solutions to complex problems, and driving initiatives from discovery through execution and adoption.

## WORK EXPERIENCE

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### Accenture

Nov. 2018 – Present

Senior Product & Analytics Consultant | Dec. 2021- Present

New York, NY

#### Key Project: GenAI Product Development — Major Sports Betting Platform

- Drove product development for a GenAI application that accelerated creative asset generation, reducing iteration cycles from months to days by defining requirements and guiding a 5-developer engineering team through iterative sprint cycles.
- Led Phase 2 product expansion by evaluating new AI models against quality and usability criteria, partnering cross-functionally with engineering and client stakeholders to define the product roadmap.
- Proactively authored a Python-based image validation script using Cursor to compare aspect ratios across model outputs, helping prevent downstream asset compression issues in production.
- Partnered with engineering teams to test and validate AI-generated assets, ensuring outputs met strict production constraints required for live gaming environments.
- Led client-facing working sessions with senior stakeholders, contributing to requirements clarification, feedback synthesis, and iterative roadmap planning.

#### Key Projects: E-Commerce Product Launch (Leading Beauty & Retail Brand) & Engineering Analytics (Major Telecom Provider)

- Owned product delivery for 3 e-commerce features (Split Cart, Subscribe & Save, Marketplace) from conception through development, launching 1 to production and driving 2 to near-completion as product owner for a 9-person development team, establishing a new recurring-revenue channel for the client.
- Presented product strategy and performance insights to VP-level executives, translating complex data into actionable recommendations that shaped quarterly planning and go-to-market decisions.
- Designed a leadership-facing Tableau variance dashboard used to shape a \$100M+ capex optimization strategy and strengthen annual planning accuracy.
- Directed a multi-team initiative to improve network reliability analytics by developing a geospatial outage detection algorithm that reduced customer-reported incidents by 12% and increased visibility into failure patterns by 25%.

Senior Data Analyst | Nov. 2018 – Dec. 2021

#### Key Project: 5G Network Engineering Analytics — Major Telecom Provider

- Led analytics strategy for a next-generation 5G monetization and performance dashboard, defining KPI frameworks and insights that influenced long-term investment and customer-experience strategy.
- Led a major data-platform modernization program, migrating 16 critical Oracle assets to GCP and designing Airflow pipelines that became foundational for engineering, finance, and operations reporting.
- Acted as the primary translator across engineering, product, analytics, and finance teams, authoring Functional Design Documents that aligned stakeholders and drove clarity through execution.

## EDUCATION

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### University of Michigan

B.S., Information Analytics

April 2016

Ann Arbor, MI

## SKILLS & CONTINUING EDUCATION

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- **Skills:** SQL (Advanced), BigQuery, GCP, Python, Tableau, Apache Airflow, Git, Jira, Product Roadmapping, Cross-Functional Leadership, Market & Competitive Analysis, A/B Testing (Design & Analysis), Key Performance Indicator (KPI) Definition, Data Storytelling