

Walkiria Quiroa

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Passionate leader in payments, consumer and platform services. Member experience focused with 15+ years in creating and strategically delivering value to stakeholders with a deep understanding of payment optimizations, customer segmentation, subscription management and monetization programs.

Skills

- Optimizing payments, digital wallets and transactional flows
- Leading product strategy for complex business problems across multiple organization verticals
- Enabling dynamic subscription and membership models
- Developing product strategy and go-to market plans
- Managing stakeholder expectations and roadmap
- Mentor and manage successful, collaborative product teams
- Scaling logistics, data, engineering infrastructures
- Minimizing payments risk and fraud processes

Experience

FabFitFun, *Director of Product - Payments, Logistics and Subscriptions* **October 2019 - Current**

- Successfully leading several projects with an international engineering team to scale core subscription, invoicing and order fulfillment processes. Currently processing 2+ million orders from billing to order generation within an 1-hour while also managing 2.5 million subscriptions per quarter.
- Led a cross-functional initiative to standardize data tables and order flows to improve revenue recognition on item level and streamlining international and local tax compliance applications. Supporting automations for month-end processes and audits increasing accuracy from 93% to 99%.
- Tracking towards \$8 million in annual savings through backend optimizations by initiating application of the latest trends in recurring transactions.
- Responsible for stabilizing 3rd party platforms/services integrations with ERP, Netsuite, WMS and Salesforce to minimize manual efforts and data discrepancy increasing data accuracy by 13%.

Thrive Market, *Product Manager - Core Experience and Monetization* **January 2016 to October 2019**

- Revamped product reviews program by replacing 3rd party library with in-house solution and introducing an incentive program resulting in an annual saving 15x volume increase in submitted reviews and a 33% sales lift on reviewed products.
- Partnered with a team of 16 cross-functional engineers to introduce a sampling promotional tract, which deepened user catalog discovery. This was the first cross-platform feature to be released with an immediate 3% increase in orders, and it had the highest adoption rate across platforms and was the most demanded initiative by brands.
- Launched a member-focused automated retention flow where we continued to build brand trust while improving retention rates and reducing contact costs with customer service. Through user testing and experimentation, go-to-market exceeded initial financial goals, resulting in \$5M in annual membership retention revenue.
- Led cross-functional teams for gift with purchase programs. Refined product positioning, targeting, and segmentation to implement strategic promotional placement, generating over \$100M revenue.

Thrive Market, *Senior Technical and Risk Manager* **August 2015 to December 2016**

- Supported implementation of new technologies to increase automation and reduce labor cost.
- Led performance and KPI initiatives, from concept of key success measure to team roll outs.
- Led continuous improvement efforts to member experience using survey data, consumer insights and focus groups.
- Minimized risk by identifying areas with escalated costs, delays in completion or potential failure.

Education

University of California, Irvine B.A. Cultural Anthropology and Minor in Gender Law & Policy
Interamericana University, San Jose, Costa Rica Biodiversity & Conservation