

Gary D. Marchand Jr.

985-502-0207 | gary@garymarchand.com | www.garymarchand.com

SENIOR PRODUCT MANAGER

Product leader specializing in digital commerce, checkout optimization, and guest-facing experiences. Proven ability to drive product strategy and deliver large-scale initiatives through cross-functional leadership, data-driven insights, and Agile execution.

PROFESSIONAL EXPERIENCE

Disney Cruise Line — Senior Product Manager (Sep 2024 – Present)

- Lead product strategy and roadmap for Disney Cruise Line's pre-booking checkout experience, supporting cruise shopping and planning journeys for millions of Guests
- Delivered *Project Dash*, a high-visibility initiative modernizing checkout that improved Guest experience, reduced friction, and drove measurable commercial impact, including a 5% lift in Vacation Protection Plan add-rate during checkout
- Translate strategic vision into epics, user stories, and prioritized backlogs in Jira, ensuring alignment with stakeholders
- Partner across design, engineering, analytics, and business stakeholders to deliver scalable solutions
- Identify friction points via funnel analysis and guest behavior insights; drive A/B testing initiatives
- Mentor and onboard new product team members, providing guidance on Agile processes, stakeholder management, and Disney Cruise Line commerce platforms
- Present product strategy and roadmap updates to senior business and technology leadership, influencing prioritization and investment decisions

Amadeus Airport IT Americas, Inc.

Manager, Product & Implementation (Oct 2022 – Sep 2024)

- Owned product strategy and delivery for Airport Operational Database (AODB) platform across 30+ airports, driving 15% year-over-year growth
- Led cross-functional teams to deliver scalable solutions aligned to operational and business objectives
- Identified market opportunities and delivered features improving operational efficiency and scalability

Senior Product Owner / Product Owner (Nov 2019 – Sep 2022)

- Translated customer-driven requirements into scalable product solutions, leveraging highly configurable platform capabilities and driving custom development where needed
- Led Agile ceremonies and improved team delivery through strong backlog management
- Introduced automation features enhancing usability for smaller customers

Solution Design Engineer (Feb 2017 – Oct 2019)

- Built data pipelines, dashboards, and KPIs to support product and operational decisions

EARLIER EXPERIENCE

PNC Financial Services | JPMorgan Chase & Co.

EDUCATION & CERTIFICATIONS

B.S., Information Technology — University of Central Florida (2023)

B.S., Business Administration — Louisiana State University (2008)

CompTIA A+ (2022)

Certified Scrum Product Owner (CSPO), Scrum Alliance (2024)