

DANIELA TORO

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PROFESSIONAL SUMMARY

A curious product manager with a proven ability to drive innovative solutions, strengthen business performance, and align key stakeholders. Through human-centered design and a data-driven mindset, I focus on improving customer and employee experiences. I have built and led diverse cross-functional teams in dynamic, fast-paced environments.

EDUCATION

IE BUSINESS SCHOOL

Master in Customer Experience and Innovation

Madrid, Spain

September 2021 – July 2022

- Member of Beta Gamma Sigma: The AACSB recognizes the top 20% graduate students in business schools globally.

BOSTON UNIVERSITY

Bachelor of Arts in Economics and Mathematics

Boston, USA

September 2015 – September 2018

- GPA 3.59; Cum Laude

PROFESSIONAL EXPERIENCE

NORWEGIAN CRUISE LINE HOLDINGS LTD.

Miami, USA

Norwegian Cruise Line is the world's third-largest cruise line, with revenues of over \$6B annually.

Senior Product Manager – Business Transformation

September 2020 – August 2021

- Promoted to new role responsible for driving the reinvention of global cruise line's customer journey through technological innovation and transformation, while ensuring alignment with company's overall vision.
- Built an organization transforming NCL's customer and employee journeys via a portfolio of 12+ planned technology initiatives.
- Led a team of Digital Product Managers collaborating with C-suite executive leaders to define and deliver product visions and roadmaps.
- Navigated organization through realignment of UX/UI for core corporate booking engine and tools.

Digital Product Manager – Business Transformation

February 2020 – September 2020

- Directed a portfolio of B2B digital transformation initiatives for NCL's next-generation global booking model.
- Headed teams of designers, developers, and key business stakeholders on platform redesign, construction, and deployment.
- Drove enhancements to customer service and reservations roadmap via delivery of qualitative insights strengthening the customer journey and affinity, and supporting executive buy/build decision planning for booking engine.
- Launched a real-time SaaS visualization tool for B2C use in bookings that disrupted the status quo for the industry.

Engineer – Product Innovation

June 2019 – February 2020

- Recruited internally to cofound a department that identified and delivered technical and business enhancements to point-of-sale platform and customer processes.
- Led analysis of corporate and shipboard operations to drive requirements, including market research and budgeting, for B2B and B2C initiatives.

Systems Analyst – Revenue Management

July 2018 – May 2019

- Performed administration, release and deployment management, customization, and support of NCL's Seaware enterprise reservations platform.
- Drove changes that reduced revenue losses, improved BI capabilities, and streamlined processes for over 10 departments.

TJX COMPANIES, INC.

Framingham, USA

TJX is a major discount department store retailer with revenues of over \$38B and 4,500+ stores.

Intern – Merchandising

May 2018 – July 2018

- Managed research and application of consumer behaviors within Merchandising department, providing actionable insights in areas of customer budget, target brands, marketing campaigns, and point-of-sale layouts.

OTHER INFORMATION

Languages: English (Bilingual) • Spanish (Native)

Proficiencies: Agile Methodology • SCRUM • Jira • Figma • Python • Java • Oracle ERP • SAP HANA • Tableau • Visio • SQL

• MS Office • Miro • Design Thinking