

# Anthony Cellante

## PRODUCT MANAGER – CUSTOMER INSIGHT EXPERTISE

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- ⦿ Self-motivated professional with more than a decade of experience analyzing business models and developing strategies to deliver high-quality solutions and products that meet customer needs.
- ⦿ Leverage business savvy and quantitative analysis to gain new product insights, create roadmaps and concepts, and manage software products through all phases of life cycle from inception to launch.

## PROFESSIONAL EXPERIENCE

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### ASSOCIATE, FOREIGN EXCHANGE (FX) TECHNOLOGY – MUFG Union Bank

2013 – 2020; New York, NY

Served as product manager leading an international cross-functional team of 12 developers and consultants for the development and implementation of Foreign Exchange systems. Implemented revamped development processes, implementing weekly code sprints, agile methodologies, code reviews, and customer testing.

#### Select Accomplishments:

- Led product team to develop electronic FX trading system, decreasing average time from request to quote 90% from ten minutes to one minute, increasing customer hit ratio from 25% to 40%.
- Performed detailed market research and competitor analysis to gauge market size and appetite for electronic FX trading in the corporate sector, leveraging insights to gain executive-level buy-in and securing \$2+ million budget for electronic trading system despite challenging cost environment.
- Conducted extensive customer interviews and internal user surveys to build robust system requirement document and product roadmap for electronic trading system, paring critical feature list from 50 to 19.
- Built detailed proposals comparing in-house and external solutions for E-Option system and providing recommendations to senior management to achieve optimal cost/risk mix. Manage vendor requests for quote (RFQ) and serve as contact for all existing vendor contracts within the currency derivatives group.
- Designed and led usability studies for trade ticketing system users, utilizing wireframes, mockups, and prototypes to discover user pain points and better understand workflows and user preferences.
- Built initial Minimum Viable Product which allowed FX Traders to input broker trade details directly into internal currency portfolios electronically, eliminating 95+% of manual inputs and input bottlenecks, allowing for faster recognition of risk by traders and cutting input times from minutes to instantaneous.
- Led project in coordination with multiple departments, consultants, and government regulators to identify and reduce areas of operational risk through automation of manual processes in inputting, compliance, trade reporting, and risk management, resulting in a reduction of operational incidents of 90%+ and achieving cost savings of \$500K over two years.

### CO-FOUNDER & HEAD OF PRODUCT – Oak Street Ventures, Inc.

2014 – 2019; New York, NY

Real estate and housing technology startup holding company with ownership of multiple web-based real estate rating and service products. Responsible for product strategies for flagship properties. Worked with customers to define features, directing outsourced development teams and customer engagement.

#### Select Accomplishments:

- Owned and launched flagship properties DormIQ.com (DiQ) and ReviewMyLandlord.com(RML), enabling renters and student housing residents to overcome information asymmetries with property managers.
- Performed detailed market analysis, formulating targeted marketing and growth plan, growing user base 100% YoY at RML following site inception in 2014 by targeting users in geographies with higher than average rental turnovers and moving into adjacent markets with similar market needs.
- Increased user engagement 20% for ReviewMyLandlord by using feedback from focus groups to improve site usability through formulation and implementation of revamped UI design; launched revamped version of RML website in fall 2019.
- Raised \$100K in angel funding from investor since 2015 by presenting pitch deck on potential markets and their size as well as forecasting potential revenue streams.

## PROJECT MANAGER – Cisco Systems, Inc.

2009 – 2013; New York, NY

Planned, sold, and executed medium to large scale projects across customer base focused on networking, video, security, sports and entertainment, voice over IP (VoIP), finance and leasing, and Connected Cities. Served as team leader for ten projects per year, overseeing teams of up to 20 and managing budgets of \$3M-\$5M. Delivered presentations for customer management to influence customer business decisions and priorities.

### Select Accomplishments:

- Received excellent feedback that led developer to select Cisco for further StadiumVision deployments worth \$120M following Cisco StadiumVision project at Barclays Arena. Developed one-year project schedule with \$5M budget to design, deploy, and test new content management system for Barclays Arena, a new multi-billion-dollar sports arena in NYC.
- Directed VoIP implementation for 3,000+ Citibank branches in U.S. and Canada with no major failures, high customer satisfaction, and internal Cisco recognition for quality service delivery. Managed team of 15 in designing and deploying custom phone dialing plans and system configurations and building out server infrastructure; led overnight deployments and tested ~200 branches nightly in three-months.
- Reduced losses from \$8M to \$1M within six months for key regional Cisco partner by modeling loan recovery scenarios following a bankruptcy, including performing stress tests on loan portfolio and securitization feasibility studies of off-loading risk.
- Selected for prestigious Critical Accounts Program to rescue failing engagements and ensure successful customer outcomes.
- Improved network reliability and eliminated almost daily phone outages among 50 hospitals and small clinics as program manager, leading team of engineers to stabilize unstable network environment installed by competitor and replace all data and voice equipment with Cisco gear in seven months.

## CORE COMPETENCIES

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Cross-Functional Collaboration • Consensus Building • Product Development & Growth • Concept Creation Roadmaps • Growth Strategies • Performance Management • Data Science • Stakeholder Management  
Team Leadership • Data Analysis • Customer Interaction • Agile Methodologies  
Networking • Cloud Services • Visual Basic for Applications (VBA) • C++ • Ruby • Java

## CERTIFICATE & LICENSURE

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<b>GRADUATE CERTIFICATE IN COMPUTER SCIENCE</b> – Stanford University	2020
<b>PRODUCT MANAGEMENT COURSEWORK</b> – Stanford University	2019
<b>PROJECT MANAGEMENT PROFESSIONAL (PMP)</b> – Project Management Institute (PMI)	2017

## EDUCATION

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<b>MASTER OF INTERNATIONAL AFFAIRS (TECHNOLOGY &amp; MEDIA)</b> – Columbia University	Pending 2022; New York, NY
<b>MASTER OF BUSINESS ADMINISTRATION</b> – New York University	New York, NY
<b>BACHELOR OF SCIENCE IN FINANCE</b> – Binghamton University	Binghamton, NY

## PROJECTS AND ACTIVITIES

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**TRIPPLICITY(2020):** Collaborated at Stanford to build Minimum Viable Product for service collating transit options, presenting users with real-time price, trip duration, and convenience metrics for trips taken in New York City.

**BUNNYWORLD(2020):** Stanford class project to build Android-based role playing game engine.

**TIVOLI(2018):** Built custom property management tool for a small local landlord. Platform supports tenant alerts, automated weather notifications for slick walkways and other information, and online rent payments.

**SNOWBUNNY(2016):** Built web-based matching service using Ruby-on-Rails for groups of skiers/snowboarders to be matched by skill level. Integrated chat function and utilized Google Maps API for relevant matches.

**TRIATHLON COMPETITOR:** Avid triathlon enthusiast, two-time Lake Placid Ironman finisher.