

Anna Amoresano

Senior Level Executive

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Results-driven product innovator and marketing strategist with 25+ years of experience in driving profitability for new product development initiatives. Recognized for building strong operation and business teams, and launching major technology products and platforms globally. Expert level in translating complex product requirements into revenue-generating opportunities. Proficient in managing projects consisting of hardware, software, and integration of multiple technologies to create product solutions and SaaS offerings within automotive electronics, travel and tourism, GPS and security, gaming, telecommunications, big data, and e-commerce. Proven track record working remotely from several countries.

Core Competencies

Business Case Analysis | Start-Ups | Product Management and Marketing | Marketing Strategy | International and Domestic Product Launches | Multi-Channel Sales and Distribution Development | Forecasting and Reporting | Strategic Partnerships | Operations Management | Program/Project Management | P&L, Budget & Cost Management | Data-Driven Business Case Development | UI Design and Web Development | Social Media Strategies | Cross-functional Team Leadership | Strong Analytical and Organizational Skills

PROFESSIONAL EXPERIENCE

Managing Director | Campania Trading Corp.

2021 – Present

Supervise and oversee the company's operations, developing and implementing new processes, maintaining the company's profitability by recognizing new opportunities, and exemplifying collaborative leadership.

- Launched a US travel agency and e-commerce company for the Italian market.
- Work closely with suppliers for import-export and e-commerce fulfillment for the USA market.
- Designed and developed a multi-platform e-commerce solution for the company's products and services.
- Built and implemented business, marketing, and e-commerce fulfillment operations plans.
- Developed supply chain processes for export from the Italian market to the US market.

Engineering Project Manager (Contract) | REV Engineering & Tag Global Systems (Remote)

2020 – 2021

Senior project management in both Agile and Waterfall environments.

- Consistently implemented timely and cost-effective project iterations by tracking cross-team activities and anticipating risks. Sourced and partnered with vendors, and suppliers, ensuring quality service at efficient rates.
- Support strategically in managing tasks, mitigating potential challenges, and ensuring timely project delivery.
- Developed strategic product development plan and operation for SaaS solution for the public sector.
- Accountable for connected home LAN project and new product for a mechanical Apple accessory.

VP of Product, Sales & Marketing | Redtail Telematics, San Diego, CA

2008 – 2019

Managed North American operations, encompassing strategic leadership, product development, sales, marketing, and P&L oversight. Oversaw global teams across North America and Europe, cultivating strong stakeholder relationships.

- Contributed to developing Redtail's VAM 1.0, VAM HD, VAM OBDII, and VAM Rugged GPS technology solutions in the US, Canada, and Mexico, achieving 116%+ annual sales growth over 3 years.
- Secured 350+ B2B customers, expanding market reach, brand awareness, and visibility. Strengthened product adoption by creating 3 sales and distribution channels: direct, reseller, and PPC.
- Established a comprehensive business case for stakeholders, which resulted in supporting and funding to organize start-up operations targeting North America.
- Accelerated business growth by developing and implementing e-commerce and lead generation programs, including designing a global website and sales reporting tools to provide reports for improvements.

- Steered end-to-end product development life-cycle, providing requirements for GPS hardware required for the software user interface. Deployed and implemented entire hardware and software solution, establishing rapport with key cellular providers and working and collaborating with the supply chain team and Redtail manufacturing facility.

Senior Product Manager - Core Products | Lojack Corporation, Westwood, MA **2005 - 2008**

Defined market and product requirements for existing and future products in the auto and motorcycle channels, tracked all ongoing product development phases, controlled program budget, and reported progress to global stakeholders.

- Managed full cycle product management activities of core product line and stolen vehicle recovery products covering North America, Europe, and South America, which resulted in producing \$50M+ in company revenue.
- Developed and launched 2nd generation product line globally, especially in North America and Italy, that fueled stock value from \$13.00 in March 2005 to \$23.00 in March 2006, which increased the revenue output.
- Reduced product costs by 46%+ through steering manufacturing activities with overseas suppliers and core team to ensure on-time manufacturing of key products and to maintain the productivity of overall departments and teams.
- Ensured on-time delivery of support materials by handling and taking charge of analyzing promotions, point of purchase, and product support deliverables in the dealer channel with the sales team.
- Spearheaded and led the successful transition into a new supplier that dramatically reduced COGS.

Product Category Manager | Directed, Vista, CA **2003 - 2005**

Supervise product development, sales, marketing, and distribution of GPS product category for North America with \$5M+ full P&L accountability. Scheduled launch based on company targets by collaborating with the Core Management.

- Executed profit and sales analysis, including product features development, engineering, vendor collaboration, content development, and marketing management to maintain a systematic and organized work environment.
- Led successful launch of GPS total solution, hardware and software products, and subscription-based services into the retail channel within the allocated time, budget, and specifications to increase the company's profitability.
- Increased category growth with key strategic relationships in retail by developing competitive pricing and recognizing product opportunities, including facilitating in-depth trend and business analysis in the market.

International Product Manager | Sony Online Entertainment, San Diego, CA **2002 - 2003**

Recognized for providing outstanding performance, promoted from Project Manager to International Product Manager.

- Spearheaded global product launches and gaming software licensing agreements for retail products and subscription-based services. Appreciated and recognized for the production of EverQuest and anniversary editions.
- Implemented and developed distribution channels in 4 new countries through new licensees.
- Boosted and increased rapid international business growth through licenses, online product marketing, sales, and distribution into the retail market across the UK, France, Italy, and Spain.

EDUCATION & CERTIFICATES

ROCHESTER INSTITUTE OF TECHNOLOGY (RIT), ROCHESTER, NY

Master of Science in Product Development, Kate Gleason College of Engineering | 2023
Graduate Level Project Management and Risk Analysis Courses | 2021
Graduate Certificate, Systems Engineering, Kate Gleason College of Engineering | 2017
Bachelor of Science in Applied Science and Technology, Engineering Technology | 2004
Advanced Certificate, Technical Communications, Engineering Technology | 2003