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**About**

Goal Focused, team player, who genuinely enjoys delivering solutions & products to customers, while adding value to the company. Strong history, proven accomplishments, experience with companies like Barnes & Noble, IBM, Viacom & Conde Nast. Always appreciative for opportunities to learn & grow.

* Digital **Product**, **Project**, **Operations & Management** career examples:

| Product | Project | Operations & Management |
| --- | --- | --- |
| Career Example: Product Owner on FCC documents for multiple NOOK e-Reader devices. Responsible for both Hardware & Software.  *Titles & skills used:*  Product Director, Product Manager, Focus Groups, Customer Feedback, Business Intelligence, Product Inputs, Prioritization, Roadmap, Strategy, Customer Journey, Global Vendor Negotiations & Relations, B2C & B2B product lines. Go-to-market strategies, Merchandising, Marketing & Social Media. Customer Service & Sales Agent training & support. | Career Example: Created, Implemented & Managed the Digital Audiobooks and the Digital Newsstand business during my tenure at Barnes & Noble.  *Titles & skills used:*  Project Manager, Cross functional team communications, Agile/Scrum & Waterfall environments, Project Plan generation, updates & monitoring, mitigation plan change requests, Executive communications. Manage meetings & calendar while pushing projects towards release. | Career Example: Solutions generating professional. Created from scratch, business critical processes & multiple winning teams. Recognized via awards.  *Titles & skills used:*  Operations Manager, created automated & manual solutions. Business Process Manager. E-commerce Business Manager & Omni-channel solutions. KPI metric creation & monitor, Conversion Rate Optimization. Team building, leadership, motivator, team player, goal focussed, mentor in corporate mentor/mentee program. |

**Work Experience**

*Consultant*

Feb 2021 to Present

* Assist in planning, development, implementation, and evaluation of the programs and activities related to digital & information technology.
* Clients include B2C retail e-commerce, B2B sales portal, real estate brokerage, sports industry service providers, & large community youth organization

*Product Director, NOOK @ Barnes & Noble*

Dec 2017 to Jan 2021

* Brought to market multiple NOOK devices, most notable:
  + NOOK 10.3” Color Reading Android tablet with detachable keyboard. First eBook Reading centered tablet with detachable keyboard for under $200-
  + -NOOK 7.8” Large Display, eReader & audiobook luxury tablet.
* Qualitative & quantitative research to determine best product fit. Product & competitive analysis research conducted for both hardware & software to understand customer priorities as well as market position & opportunities. Worked with the executive team to clearly craft go to market strategy & feature set.
* Motivated core team & extended teams to achieve go-to market goals, full product development & software lifecycle implementation. Worked closely with hardware & software design teams, engineers, developers, project managers, factory, supply chain, retail store, e-commerce, marketing, social, omni-channel, merchandising, compliance, business analysts, customer service.
* Main point of contact between the executive team & project management, keeping to plan, mitigate quickly, motivate core & extended teams to achieve goals.
* Responsible for all vendor relationships, international & domestic. Negotiated contracts, worked closely with legal, finance & multiple C level executives.
* Responsible for exceeding governmental quality standards, adherence to FCC testing.
* Monitor end to end performance metrics, communicate & refine.

*Senior Manager, Business, Project & Operations - Digital Newsstand & Digital Audiobooks @ Barnes & Noble*

May 2011 to Nov 2017

* Business owner for the Barnes & Noble Digital Newsstand & Digital Audiobooks business.
* Project Manager for the implementation of Digital Newsstand & Digital Audiobooks into the Barnes & Nobles ecosystem.
* Project Manager for all approved projects for these lines of business. Managed calendars, meetings, in an agile/scrum based software development lifecycle.
* Managed communications, project change requests, and project mitigation processes, driving the projects to release.
* E-commerce P&L ownership, experience leading a multi-million dollar e-commerce business. Worked closely with finance & executive teams to track financial goals.
* Worked closely with marketing, publishers, social, merchandising teams to achieve financial goals.
* Coordinated between publishers, consumer intelligence & project management teams to build content based product requirements & execute.
* Main point of contact for hundreds of magazine & newspaper publishers. Partnered with publishers, content partners to drive additional device/app cohorts, e-book sales & subscriptions.
* Responsible for all customer facing elements desktop, mobile, devices & applications.
* Authored the original operational run-book for all digital newsstand programs, shared documentation on internal wiki & motivated community engagement to optimize educational reference materials.
* Hired & created internal digital transformation team. Organized internal buy-in to use already available human resources, enable a technical career pathway for customer service agents, train & empower with software tools & management to succeed in servicing publishers.
* Regularly reviewed key metrics with marketing, merchandising, customer service & executive team to prioritize low hanging fruit vs. other improvements & aligning with the overall product roadmap.
* 2017 Barnes & Noble Annual Excellence Award, voted by the Corporate Executive Team.

*Senior Project & Business Manager @ Conde Nast*

July 2008 to April 2011

* Implemented new video streaming content platform, integrated all digital video assets across all Conde Nast brands (e.g. Vogue, GQ, Wired)
* Managed expansion & next iterative version of video platform, focused on increasing value by achieving three goals: increase streams by adding proprietary content plus research based features, increase revenue opportunities, strategic distribution.

*Creative Services Senior Manager @ Conde Nast*

July 2005 to July 2008

* One of the founding members of the award-winning Conde Nast Creative Services
* Built/Hired co-location team of 14 members: project, creative, production, quality control.
* Created process, workflows, best practices, standards, resource allocation strategies.

*Project Manager @ IBM*

January 2002 to July 2005

* Project Managed the implementation of an IBM Global Marketing campaign "On Demand Business"
* Project managed the next iteration of IBM’s global project management tool, the primary production cycle and financial recovery project tool, had over 3000 active projects & over 100,000 users.

*Production Manager @ Viacom*

January 1999 to January 2002

* Managed the creation of the Viacom streaming affiliate program. Creating a program to lead projects through implementation & maintenance phases.
* Managed partner relations and supported the execution of distribution strategies.

*Developer @ Triad Communications*

June 1997 to January 1999

* Front end developer, coding HTML, Javascript, PERL,SQL for inside-the-beltway & anti-tobacco litigation information clients.

Education

State University of New York at Stony Brook: BA, Economics

New York University: Diploma in Certification Web Production/Internet Technologies

Volunteer Work

Fort Lauderdale St. Demetrios Church Youth Advisor