



# Areeya Lila

## Product Manager

I'm personable and passionate about enterprise software and customer experience (CX) domain expert, with over 20 years in management consulting and software product management. Entrepreneurial in nature, I co-founded VIEWN and eventually closed the business. As head of product management, VIEWN helped eCommerce retailers increase sales by connecting their existing data and making marketers confident in managing segments and AI-enabled personas for orchestrated and personalized campaigns.

## Contact

### Phone

786-514-9239

### Email

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### Address

3839 Crestwood Cir.  
Weston, FL 33331

## Education

2005

### MBA

Georgetown University

1999

### BSME - Mechanical Engineering

### BA in Economics

Tufts University

## Expertise

- Product Management
- Customer Experience
- Business Process Mapping
- Customer Data
- Product Requirements
- Documentation
- Customer Journeys

## Language

English

Thai

## Experience

2019 - 2023

VIEWN | Fort Lauderdale, FL

### Head of Product

Went from concept to launch of a retail-focused Customer Data Platform (CDP) in the Shopify Store. Worked directly with developers and designers to build software that can increase conversions by ~400% while minimizing operational costs by connecting your customer data and making it more efficient with AI-enabled personas. 🎯❤️🚀 Established and managed Google Cloud Partnership for 10+ years. Worked as scrum master and agile product manager to build software to help retailers grow sales and build loyalty by making the data-driven and customer-centric with automated hyper-personalization throughout the entire customer lifecycle. Built a customer data management playbook for Retailers.

2018 - 2019

LAVU | Miami, FL

### Sr. Product Manager

Led the product development team from design to the launch of Lavu's online ordering platform for web and mobile, which resulted in incremental recurring revenue from existing clients. This end-customer self-ordering solution attributed to increasing revenue per order of 20+% for restaurants. Led the product management of the control panel which launched with the Lavu 4.0 platform. Worked from design through the market launch of administrator modules that included end-of-day financials, Tip audit and adjustments, Workforce for scheduling, employee class, and tipping rules, as well as common administrator functions such as extensions, user management, and settings.

2015 - 2018

Cinch Home Services | Sunrise, FL

### Product Manager

Led digital transformation initiative with mobile and web solutions to improve the overall customer experience and reduce operational costs of doing business. Mapped out and analyzed customer journeys related to initiating and servicing warranty claims, leading to a proactive notification solution for \$2M cost avoidance during high season. Defined product features and strategy of a service response platform that dispatched service providers (SP) to repair appliances based on smart home sensors. Proved capabilities in 3 client trials within a year. Innovated quality of service delivery through the mobile app by enhancing and simplifying the customer experience.

2010 - 2015

Citrix Systems | Ft.Lauderdale, FL

### Senior Business Analyst

Gathered business requirements and coordinated the implementation of e-commerce integration between Digital River, which enabled a seamless user experience between website and store, as well as the automation of software licenses at the time of purchase, which increased store revenue by 25%. Facilitated and functionally led software development and execution of the Specialist partner program, which aimed at establishing differentiation and competitiveness between the 12,000 partners globally. Solution components included a survey application and partner-facing program dashboard.