

Keith Mancuso

Solutions Architect & Technical Product Manager

I am a Director of Digital Product with expertise in architecting and building solutions for nonprofits, e-commerce, and mission driven organizations. Seeking a Solutions Architect role on a SAAS platform that solves real world problems for businesses & organizations.

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CAREER HIGHLIGHTS

- Rearchitected Casper's ecom, retail and marketing tech stacks to handle \$250m ARR with 75% less resources.
- Co-founded Familiar and built 60+ apps and websites for nonprofits and arts organizations.
- Built and grew Housing Works' first online ecommerce business to \$1.5m ARR in 3 years.

EXPERIENCE

Casper | Director, Digital Product | 2021 - Present

Designed and led Casper's tech stack transformation focused on sustainability and stability while handling more than \$200M in annual sales across Casper.com and 72 retail locations. Promoted to lead a team of four Product Managers, two Designers, 12 Engineers, and four QA Engineers.

- Migrated custom ecommerce tech stack to a more sustainable Shopify-based platform, reducing engineering requirements by 75% and improving system reliability while maintaining all critical business operations.
- Drove conversion rate optimization (CRO) initiatives through A/B testing, achieving a ~30% increase in mattress conversion rates and a ~5% uplift in Average Order Value (AOV).
- [Collaborated with Sierra](#) to automate customer service with a custom generative AI agent, achieving a 72% resolution rate and over 20% higher CSAT compared to human agents.
- Modernized the MarTech stack by transitioning legacy data pipelines to Attentive and Bloomreach, significantly enhancing personalized engagement across social, email, and SMS channels.

Happy Cog | Lead Solutions Architect | 2019 - 2021

Created and managed a new Solution Architecture pre-sales process, expanding the studio's capabilities to take on larger and more profitable projects.

- Developed systematic discovery methodologies and engineering forced requirements, enabling a more than 30% improvement in project execution capacity.
- Lead engineering and architecture of an eCommerce starter kit which gave teams a huge head start on best practices.
- Successfully architected more than 10 digital products including Calloquy, a virtual deposition platform, Legal Bluebook, the definitive reference on legal citations, and a mobile ordering app for &Pizza.

Postlight (acquired by NTT Data) | Solutions Architect | 2018 - 2019

Lead sales and pre and post-sales solution architecture for high-profile digital products.

- Led sales efforts leading to \$750,000 in revenue within six months by leveraging client relationships and identifying new market opportunities.
- Architected the inaugural digital platform for the Obama Foundation used by hundreds of students every year.

Familiar (acquired by Reflexions) | Co-Founder & Solutions Architect | 2011 - 2018

Established a design and development studio building web apps and marketing sites, driving over \$1M in annually and growing the team to 10 members.

- Architected websites and apps for more than 60+ customized websites and applications using Salesforce, CraftCMS, React, Tailwind CSS, and TypeScript.
- Directed end-to-end development of numerous digital solutions for premier non-profit organizations, including Governors Island, Housing Works, Creative Capital, The New School, The Posse Foundation, Change Machine, and UrbanGlass.
- Orchestrated a strategic acquisition by Reflexions, ensuring seamless client and staff continuity after the sale.

Housing Works | Director of Marketing & Engineering | 2004 - 2011

Established and grew the first Marketing & Engineering team dedicated to the mission of supporting homeless individuals with HIV/AIDS.

- Developed and ran the Thrift store's first online business and grew it to raise over \$1.5M annually.
- Expanded thrift store chain by 300%, implementing detailed market analysis and strategic planning.
- Conceptualized and executed two annual benefit events, securing \$2M+ each year.
- Designed and implemented a new fundraising platform utilizing Salesforce Nonprofit Starter Pack, significantly streamlining donation processing.

EDUCATION

Rochester Institute of Technology

Bachelor of Science in New Media (2005)

John Hopkins

Executive Data Science Certification (2020)

SKILLS

Platform Architecture: Salesforce | Cloudflare | Jira & Jira Product Discovery | Zapier | Notion | Coda

Product: Leading Teams | A/B Testing & CRO | RICE | Roadmapping | Workshops | User Research | UX Design

Engineering: Generative AI with LLMs | React & Next.js | Python, SQL, GraphQL Data | API architecture

Sales: Business Development | Killer Presentations | Accurate Proposals | Reasonable Budgets | Accurate Timelines