Renato Marquez
Senior Product Manager
Product Strategy | Commercial & Revenue Products | AI/ML & LLMs | SaaS Platforms | Data Products
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Product & Skills: Commercial & Revenue Products | Pricing Optimization | Seller & Operational Tools | AI/ML Products | LLM Workflows | Product Strategy & Roadmaps | Requirements Definition | Backlog Prioritization | UAT & Product Launch | User Adoption | Data Products | Data Validation | SaaS & Enterprise Software | Agile / Scrum | AI-Assisted Product Development

Tools & Platforms: Jira | Confluence | SQL | Salesforce | Power BI | Tableau | Workday | Adobe Workfront | Lucidchart | Smartsheet | GPT-4 / LLM Integrations

Education & Certification
University of the Incarnate Word, San Antonio, TX – MBA, 2007
University of Texas at San Antonio, San Antonio, TX – BA, Business Management & International Business, 2004
SAFe Product Manager Certified

IDeaS – Minneapolis, MN
Senior Client Product Manager (Contract) 5/2026 – Present

- Serve as strategic product partner for Hilton across revenue management and pricing optimization products, translating commercial priorities, pricing workflows, and customer needs into enterprise SaaS product strategy, requirements, and roadmap initiatives.
- Lead discovery and requirements definition with Hilton commercial and technology teams, translating complex revenue-management and operational workflows into technical product requirements across Product, Engineering, Data, and implementation teams.
- Manage product initiatives end-to-end from discovery and requirements through backlog prioritization, SOW definition, implementation planning, launch, and adoption, coordinating dependencies and delivery across Hilton, IDeaS product teams, and external technology partners.
- Shape AI, data, and workflow automation opportunities across enterprise hospitality products, translating customer pain points, operational workflows, CRS integrations, and revenue-management processes into scalable product capabilities and requirements.
- Leverage AI/LLM tools throughout product discovery and delivery to accelerate requirements analysis, workflow documentation, solution evaluation, and iteration while maintaining human review for business-critical decisions.

Hilton Grand Vacations – Orlando, FL
Senior Product Manager 12/2023 – 5/2026
One Exchange

- Drove product vision, commercial strategy, and roadmap for One Exchange, a hospitality marketplace serving 350K+ members, prioritizing opportunities across pricing, eligibility, booking conversion, and monetization that unlocked $8–12M in annual revenue.

▪ Defined requirements and data flows for partner inventory integrations, translating availability, eligibility, pricing, and booking rules into scalable platform capabilities supporting downstream digital experiences.
▪ Owned strategy and requirements for internal operational tooling and product performance monitoring, translating frontline workflows into capabilities that reduced manual interventions and prevented $2M+ in annual revenue leakage from failed or abandoned transactions.
▪ Led strategy and development of a multi-tenant SaaS platform enabling vacation clubs to launch branded exchange experiences with configurable product data, business rules, workflows, policies, and governance, positioning the platform to generate $15–25M in recurring partner revenue.
▪ Analyzed customer behavior, transaction data, and funnel friction across Choice and Bluegreen booking journeys, prioritizing product improvements that increased completion rates 10–15% and generated $4–6M in incremental revenue.
▪ Led data product strategy for AI-powered inventory ranking and centralized decisioning across search relevance, pricing, eligibility, and inventory presentment, partnering with Engineering and Analytics to translate behavioral, transaction, and inventory data into scalable business rules and product capabilities**,** enabling rapid experimentation and reducing deployment cycles by 60%.
▪ Consolidated three legacy exchange systems into a unified platform, standardizing business rules, product data, and downstream data flows while delivering $3M in annual cost savings.
▪ Established automated data validation and monitoring across inventory and member entitlement data, improving accuracy to 99.9% and protecting $3–5M in revenue.

Expedia Group – Seattle, WA
Senior Product Manager 05/2022 – 12/2023

▪ Owned product strategy and roadmap for a commercial decisioning platform managing $2B+ in annual advertising spend across 100M+ keywords, using AI, behavioral data, experimentation, and performance analytics to optimize investment decisions, targeting, conversion, and marketing efficiency.
▪ Partnered with Data Science, Analytics, Engineering, and Marketing to identify growth opportunities, develop hypotheses, define success metrics, prioritize experiments, and translate performance insights into roadmap recommendations at global scale.
▪ Launched global classification and enrichment capabilities across 100M+ keywords, supporting geo-targeting and translation across 80+ languages while reducing engineering effort by 75%.
▪ Led development of GPT-4/LLM-powered classification capabilities across 100M+ keywords, partnering with Data Science and Engineering to apply AI to search-intent classification and targeting, reducing third-party API dependency by 66% and costs by $16M quarterly.
▪ Led cross-brand search portfolio optimization, migrating $100M in keyword spend across 16 brands to improve efficiency and unlock 200+ hours in quarterly operational savings.
▪ Commercialized Brand Protect capability to reduce cannibalized SEO traffic, lowering wasted ad spend by $15M annually.

United Healthcare – Edina, MN
Product Manager 04/2021 – 05/2022

▪ Led end-to-end product strategy and delivery for a regulated digital platform serving members, providers, and internal users, translating complex business workflows, data requirements, and access rules into scalable capabilities that reduced paper-based costs by $120M+ annually.

▪ Partnered with Engineering and business teams to define requirements, data flows, validation rules, exception handling, and operational workflows across highly regulated healthcare processes.

ReMar Consulting, LLC Austin, TX (Contract with Austin Community College)

Self-launched consulting service for digital solutions.

Principal Consultant/Product Owner 10/2019 – 04/2021

▪ Led product and consulting delivery for enterprise data-platform initiatives, coordinating a 30+ person cross-functional team and external stakeholders to translate business requirements into integrations, workflows, transformation rules, and prioritized product capabilities.

▪ Translated business and government requirements into data and platform capabilities, prioritizing requirements, integrations, workflows, and data quality improvements that reduced application-to-enrollment time by 20% and increased conversion**.**

Hotschedules – Austin, TX

SaaS platform offering management services for hospitality & restaurant industries (acquired by Fourth in 2019)

Senior Product Owner 02/2018 – 03/2019

▪ Led strategy, product lifecycle, and commercialization of Clarifi, a B2B restaurant SaaS and mobile platform, partnering across Engineering, Design, Analytics, and customer-facing teams from discovery through launch and contributing to HotSchedules' acquisition by Fourth.

▪ Led requirements, UAT, pilot rollout, and adoption of predictive demand modeling capabilities using customer and operational data, iterating on user feedback and achieving 100% CSAT with strong installed-base adoption.

Indeed – Austin, TX

Product Owner 11/2016 – 02/2018

▪ Spearheaded the integration improvement between Workday and Avature for HR specialists, which enhanced system efficiency by 25% and reduced data redundancy by 30%.

Razorfish – Austin, TX

Senior Digital Product Manager 02/2015 – 06/2016

▪ Drove eCommerce and omnichannel product experiences for Fortune 500 clients including T-Mobile, Vera Bradley, and Caterpillar, partnering with merchandising, marketing, and technology teams to improve conversion 10–12% YOY.

▪ Delivered product improvements that increased T-Mobile autopay adoption by 10%, reducing customer late fees by 15%.