

ADRIA CIANCIULLI

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PROFESSIONAL SUMMARY

Senior Product Manager with a proven record of transforming business strategy into high-impact, consumer-facing digital experiences. Skilled in guiding engineering teams and collaborating with cross-functional partners across marketing, UX, legal, and data to deliver secure, scalable, and accessible products. Experienced in eCommerce, CMS, CDP, CRM, and cloud platform integrations (AWS/Azure), with strong governance, analytics, and data-driven decision-making capabilities.

CORE RELEVANT SKILLS

- **Product Strategy and Roadmapping** — Building and executing product roadmaps across eCommerce, CMS, CRM, and CDP platforms, aligned to business goals, KPIs, and measurable outcomes.
- **Cross-Functional Team Leadership** — Leading engineering, marketing, UX, legal, and data teams, plus external agencies and vendors, to deliver secure, scalable, accessible digital products.
- **MarTech and CRM Platforms** — Hands-on experience with Salesforce Marketing Cloud, CDP, CRM, and campaign automation tools that power consumer engagement and retention.
- **Cloud Platform Integrations and Governance** — Managing AWS/Azure cloud integrations and digital platform governance across a 30+ site portfolio.
- **Data-Driven Decision Making** — Leveraging quantitative and qualitative analytics to prioritize initiatives, improve ROI, and brief stakeholders on progress and risk.
- **Agile / Scrum Methodologies** — Driving Agile delivery, sprint planning, and cross-functional execution from discovery through launch.

EXPERIENCE

DIGITAL SOLUTION OWNER, DIAGEO NORTH AMERICA — 2018–PRESENT

- Directed the launch of Diageo's first North American eCommerce experience (us.thebar.com), leading cross-functional teams and technical partners to deliver a secure, data-driven platform that improved usability and expanded consumer engagement.
- Leads digital product strategy and technical roadmap for Diageo's North American portfolio of 30+ consumer-facing websites, including Smirnoff, Crown Royal, Bulleit, Mr Black, and George Dickel, ensuring strategic alignment with business goals, KPIs, and compliance across marketing, legal, and security.
- Develops product roadmaps and executes the vision by translating business requirements into scalable technical solutions, partnering with Marketing, Procurement, Finance, Legal, and Engineering to deliver high-impact digital experiences.
- Led a major digital platform transformation across North America, migrating 8+ brand websites to a unified platform. Designed UAT/BAT processes and orchestrated cross-functional collaboration to ensure a seamless rollout.
- Manages external digital agencies to deliver continuous site enhancements, campaign activations, and optimization of performance, engagement, and retention.
- Drives digital integration of brand acquisitions (Seedlip Drinks, Mr Black, 21 Seeds), overseeing end-to-end product migration with a focus on compliance, security, and brand continuity.
- Pioneers digital innovation initiatives, integrating AI-driven solutions and emerging technologies across brand websites, CRM, and CMS platforms to keep the North American portfolio ahead of the curve.
- Partners with MarTech, UX, Media, and Engineering teams to deliver intuitive, user-centric experiences that measurably improve customer engagement and brand loyalty across the North American portfolio.

SENIOR PROJECT MANAGER, WORLD WRESTLING ENTERTAINMENT — 2013–2018

- Led development of critical digital applications supporting WWE's streaming network, talent, Travel, HR, Live Events, and Digital initiatives.
- Implemented secure SDLC practices across internal teams and external agencies, elevating product quality and compliance standards.
- Designed and rolled out change management plans for multiple applications, building networks of "technology champions" to drive adoption and engagement.
- Collaborated with cross-functional stakeholders to define business requirements, KPIs, and develop product roadmaps for enterprise-wide initiatives.
- Managed global teams of on-site and offshore developers and engineers, ensuring timely, high-quality delivery of digital solutions.

SENIOR DIGITAL PROJECT MANAGER, NEWS AMERICA MARKETING — 2012–2013

- Led redesign and development of News America's consumer-facing website (100M+ visitors and 500K consumer interactions daily).
- Defined the digital landscape and multiple product roadmaps, in partnership with business stakeholders, using analytics and customer feedback to prioritize enhancements and innovations.
- Managed a cross-functional team of developers and analysts, overseeing multiple concurrent projects and ensuring the on-time delivery of digital assets and enhancements.

EDUCATION

- Manhattanville College — Master's-level coursework in Managerial Finance and Business Communications.
- Albright College — Bachelor of Arts.

CERTIFICATIONS

- Certified Scrum Master — Scrum Master Association of America.
- Certified Payment Card Industry Security Implementor — SISA.

WHAT COLLEAGUES SAY

"Adria possesses the rare ability to bridge business strategy and enterprise technology. Her intellectual curiosity, sound judgment, and unwavering integrity make her a trusted leader capable of delivering results in even the most complex environments."

Chad Niemuth, Head of D&T Spirits, Diageo — [linkedin.com/in/chadniemuth](https://www.linkedin.com/in/chadniemuth)