MARINA DEL MONTE

Director of Product | Product Strategy & Product Development | Consumer Products & E-commerce

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PROFESSIONAL SUMMARY

Director of Product with 12+ years in consumer products and e-commerce, leading product strategy, product management and product development for seasonal décor and hardgoods. Scaled a seasonal business from $15M to $118M+ in annual revenue (nearly 8×), launching 750+ new SKUs and $82M+ in new SKU revenue across Amazon, Walmart, Target, TikTok Shop and DTC. CEO-level strategy partner who builds data-driven roadmaps, launches high-revenue products on fixed seasonal deadlines, and builds teams and processes that scale.

CORE COMPETENCIES

Product Strategy | Product Roadmapping | Product Development | Product Lifecycle Management | Portfolio & Category Management | Go-to-Market Strategy | New Product Development (NPD) | Consumer Insights & Trend Forecasting | Pricing Strategy | E-commerce & Marketplaces (Amazon, Walmart, Target, TikTok Shop) | Direct-to-Consumer (DTC) | Sourcing & Vendor Management | Overseas Manufacturing | Cross-functional Leadership | Team Building | KPI Dashboards | Margin Improvement

PROFESSIONAL EXPERIENCE

Best Choice Products | Newport Beach & Tustin, CA **July 2018 – Present**

Director of Product, Seasonal Décor *January 2026 – Present*

- Lead product strategy, portfolio management and annual roadmaps for the $118M+ Seasonal Décor business, partnering directly with the CEO on investment priorities and category growth.
- Lead a team of 4 across product strategy, product management and product development.
- Drive revenue and margin across Amazon, Walmart, Target, TikTok Shop and DTC through pricing strategy, consumer insights and new product development, delivering 200+ new SKUs.
- Built the team's operating system: KPIs, project management tools, career paths, onboarding and SOPs.

Senior Manager, Product Strategy, Seasonal Décor *September 2024 – January 2026*

- Founded the Product Strategy department, building its processes, training and team structure; promoted to Director in 16 months.
- Built sales dashboards and trend-based roadmap analyses to grow revenue and profit margin, presenting recommendations directly to the CEO.

Product Development Manager, Seasonal Décor & Musical Instruments *July 2018 – September 2024*

- Grew the seasonal catalog from $15M to $118M in annual revenue (nearly 8×), reporting directly to the CEO and owning roadmap targets and hiring plans.
- Established the Product Development department, creating its team structure, career paths, KPIs, SOPs and training materials.
- Led and mentored 4 product developers across Seasonal, Musical Instruments and Pet Supplies.
- Managed the full product lifecycle for 750+ new SKUs since 2019, generating $82M+ in new SKU revenue (2024 peak: 306 SKUs and $21M).
- Built long-standing vendor and overseas factory partnerships, shortening development timelines and keeping launches on schedule.

Daily Deal Success, Chicago, IL | E-Commerce Merchant **May 2017 – July 2018**

- Sourced and launched products across Amazon, Groupon, Walmart, eBay and Overstock in Supplements, Fitness, Christmas and Toys.
- Negotiated vendor costs and payment terms, and ran weekly inventory forecasting and channel allocation.

Hammacher Schlemmer, Niles, IL | Assistant Buyer **September 2015 – May 2017**

- Developed exclusive and proprietary products with vendors across 7 categories, including Christmas and Children's.
- Sourced at domestic and international showrooms, negotiating costs and minimum order quantities to hit margin goals.

One Step Ahead, Northbrook, IL | Merchandise Assistant **April 2014 – June 2015**

- Sourced children's products, negotiated costs and minimum order quantities, and created hundreds of SKUs on tight timelines.

EDUCATION

Purdue University, West Lafayette, IN | Bachelor of Science, Business, Retail Management | Certificate in Entrepreneurship

TOOLS & PLATFORMS

Helium 10 | Amazon Seller Central | Looker | Jungle Scout | Jira | Airtable | Confluence | ChatGPT + AI Platforms | PowerPoint | Word | Outlook | Excel (VLOOKUP, Pivot Tables)