ALEC ZASLAV

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EDUCATION

University of Maryland, College Park - College of Information **Dec 2022**

Bachelor of Science, Information Science | Minor in Entrepreneurship and Innovation

PROFESSIONAL EXPERIENCE

CVS Health | *Remote Contractor*
Technical Product Manager **Nov 2025 - Present**

- Scaled Lumina, a GenAI knowledge platform, from roughly 800 to 6,500 users and 100 to 1,100+ daily interactions since Q4 2025, growing it from an internal tool into an enterprise-wide knowledge layer
- Authored four consecutive quarterly executive roadmaps, moving engineering capacity across content breadth, connectivity and governance, agentic capability, and measurement, with roadmap completion rising from 64 to 78 percent
- Designed and built the team's Airtable CRM, primarily with Claude, bringing partner intake, source ingestion, feedback and surveys into one system the full team works from daily, then improved the intake process and automated its emails
- Own the 2026 OKR framework and its measurement, designing surveys and dashboards leadership reads: satisfaction 8.3/10 and NPS +54 among 193 screened respondents, up from 7.14 and +38; go-to resource for three teams setting up survey-based metrics
- Own partner intake across 30+ teams, assessing roughly two requests a week for fit and scope and turning them into product work
- Partner with data scientists on source governance and AI content quality across 200+ enterprise sources in regulated healthcare

Freelance | *Remote*
Product Consultant **May 2025 - Aug 2025**

- Set the roadmap and prioritization process for a nonpartisan civic-tech startup helping voters research local elections
- Took a consumer screen-time app from zero to early development with its founder: MVP scope, mockups, roadmap, marketing tests

TipHaus | *Remote*
Product Manager **May 2023 - Nov 2024**

- Owned Earned Tip Access end to end, a program paying tipped restaurant workers daily through a neobank account or push-to-card, growing it from roughly 20 businesses and 200 users to 200+ businesses, 2,000+ locations and 20,000+ employees with access
- Led a three-quarter migration of the entire banking stack behind millions of dollars in daily tip payouts, across four partners, 1,600+ neobank accounts and every push-to-card account, with minimal service interruptions
- Cut Earned Tip Access program expenses 40% through expense trend analysis, per-user cost modeling and vendor fee negotiation, presented directly to the CEO, and separately halved account costs by eliminating dormant savings accounts
- Won a company-wide innovation competition with a tiered-usage pricing model, proposed to leadership to replace the flat fee
- Analyzed volume, spend, churn and customer segments with Mastercard in Excel, and took KYC, incentive and merchant partnership proposals to the C-suite
- Wrote wireframes and requirements and ran engineering handoff for QR Tipping, Role-Based Permissions, Enterprise Settings and Activity Log, and ran QA across the product suite, resolving critical bugs in UI, payments and banking integrations
- Direct technical contact for 200+ restaurant clients through the migration and on payment issues, recovering balances owed in full, including one in the five figures, across failed transfers, unpaid invoices and churned accounts

Inveniam Capital Partners | *Remote*
Associate Product Manager - Data Dictionary **Aug 2022 - Feb 2023**
Data Science Intern, Data Team **Oct 2021 - July 2022**

- Built the data dictionary behind AI-powered extraction from commercial real estate documents, translating analyst workflows into machine-readable specs across 500 to 1,000 properties and iterating weekly with an external AI partner

PROFICIENCIES

Tools & Technologies:

Jira, Confluence, Notion, Airtable, Excel, SQL, Google Workspace, Microsoft Office Suite, Miro, Replit, Claude Suite, ChatGPT

Product Skills:

Agile and Scrum, Roadmap Planning, Backlog Grooming, Sprint Ceremonies, OKR Frameworks, Requirements Gathering, User Story Writing, Wireframing, QA Testing, Vendor Management

Core Skills:

Product Documentation, Data Analysis, Stakeholder Communication, Executive Communication, Change Management, Stakeholder Alignment, Business Case Development, Cross-Functional Collaboration, Data-Driven Decision Making, Prompt Engineering