

## ANTHONY MONARO

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### PROFILE SUMMARY

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Strategic technology, retail and b2b executive with deep experience in product management, product marketing, business development, and commercial leadership. A proven change agent leading complex enterprise transformations, from root-cause analysis and opportunity sizing to execution of high-impact roadmaps that move operational and financial KPIs. Consistently focused on driving revenue growth, operational excellence, and cross-functional alignment across satellite, broadband, mobile, and technology markets. Expert at market opportunity assessment, requirements definition, and end-to-end go-to-market execution. Delivers scalable, customer-centric solutions while strengthening market position and building high-performing, collaborative teams.

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### PROFESSIONAL EXPERIENCE

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**SES (Formerly Intelsat), Tysons, VA – Senior Principal Product Manager, Maritime**      **Apr 2024 - Present**

- Orchestrated over \$5M global initiative deploying subsidized **maritime** terminals, enhancing competitiveness and scalable growth through **strategic alignment** with global solution partners.
- Support global maritime connectivity solutions for LEO, GEO, and value-added services, **driving adoption** and increasing service reliability.
- Led **cross-functional transformation** initiatives to streamline procurement and fulfillment processes, reducing cycle time by 70% and improving operational efficiency
- Created and maintained a comprehensive LEO guide to **improve partner** enablement and lower support costs.
- Conducted **root-cause analysis** and opportunity sizing to optimize hardware forecasting and partner enablement.
- Developed a new **hardware subsidy model** for the first time, allowing the business to provide terminals at a reduced cost positioning Intelsat to capture \$4 million in gross revenue utilizing a mix of accounting practices.
- Launched and managed a new maritime television service, enhancing onboard entertainment options and **boosting partner revenues** through increased capacity usage and service stickiness.

**One Communications (Formerly Viya), St. Thomas, USVI – Senior Commercial Director**      **Aug 2021 - Apr 2024**

- Spearheaded mobile **growth strategy**, driving a 110% increase in subscribers by **optimizing sales operations** and introducing targeted retention initiatives.
- Led the deployment of **Salesforce Marketing Cloud**, creating a dynamic **customer segmentation model** along with **user stories** combining A/B testing and real-time ROI analysis, improving marketing efficiency by 30% for qualified campaigns.
- Directed **commercial operations** for mobile, internet, cable TV, landline, television studio, and B2B managed solutions, ensuring alignment with revenue goals and customer demand.
- Optimized device **forecasting, boosting working capital** by 50%, cutting inventory write-offs, and improving product availability.
- Built **strategic roadmaps** across mobile, broadband, and B2B portfolios, aligning commercial, operational, and financial objectives
- Redefined **pricing strategies** across all product lines, resulting in an incremental \$2M in annual revenue through competitive positioning.
- Directed enterprise-wide **digital transformation**, shifting 20% of transactions to self-serve channels and improving operational scalability.

- Implemented **retention strategies** that **reduced churn** for fixed-line products from 2.9% to 2.1%, strengthening customer loyalty.
- Launched a **new symmetrical fiber internet** service, increasing ARPU by 15% and driving new revenue opportunities for businesses.

**PWE Consultants, Arlington, VA – Business Management Consultant**

**Mar 2017 - Jul 2021**

- Delivered **strategy and transformation** consulting across retail, telecom, and SaaS clients, including process redesign, organizational improvements, and digital enablement.
- Led **RFP processes** for **SaaS solutions**, aligning cloud service provider selection with key business objectives, optimizing cost-effectiveness.
- Developed and implemented **data analytics frameworks**, leveraging **data lakes** and **Business Intelligence** tools such as Tableau, improving decision-making for clients.
- Redesigned **retail operations** for telecommunications clients, transitioning company-owned stores into a **franchise model**, improving scalability and efficiency.
- Executed **agile product management** strategies for a **technology startup**, driving **digital engagement** and **eCommerce** growth, increasing trackable sales by 30%.
- Built and deployed a 360-degree online eCommerce retail store, integrating **Shopify** and digital marketing solutions to streamline the **customer journey**.

**Liberty Global (Formerly Cable & Wireless), Miami, FL – Director, SMB Solutions**

**Sep 2014 - Mar 2017**

- Drove SMB **revenue growth**, increasing sales volume by 300% in six months through a mix of product execution and sales channel development in multiple developing markets.
- Expanded **sales channels** from internal sales team to partner channel team, growing from 4 to 30 sales representatives on the ground.

**Accomplishments in other roles at Cable & Wireless, Cayman Islands, Anguilla, and Jamaica**

**2005 - 2014**

- Managed **device portfolios** and mobile service launches across 14 developing markets.
- Designed and executed **retail strategies**, boosting sales and **customer engagement**.
- Led **go-to-market strategies** for 3G/4G technologies, increasing adoption by 30%.

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## **EDUCATION**

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- **University of Maryland Global Campus-** Maryland May 2023  
Bachelor of Science in Cyber Security & Networking, Information Technology
  - **CDI College, School of Business-** Toronto, Ontario August 2005  
Diploma in Business Administration
  - **American University Kogod** – Washington, DC June 2027  
Master of Business Administration in Marketing
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## CERTIFICATIONS

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- **Agile Product Management/Owner Certification**, 280 Product Group, 2021
  - **Certificate in Sales Management**, Florida Atlantic University, 2014
  - **Pricing and Product Management Certification**, Neotelis, 2011
  - **Sales, Customer Service, Sales Coaching, Team Manager Certification**, Acclivus, 2004
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## SKILL SET

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### Core Expertise

- Product Management (Agile methodologies, user stories)
- Product Marketing & Go-to-Market Strategy
- Business Development & Partner Channel Management
- Commercial Leadership & Market Growth Strategies

### Strategic & Analytical Skills

- 5-Year Strategy Development & Business Case Analysis

- C-Level Technical Presentation & Communication
- Business Requirements Definition & Optimization
- Strategy Planning & Execution
- Gap Analysis & Process Improvement

### Technical & Industry Knowledge

- Telecommunications (Satellite, Broadband, Mobile)
- Cyber Security & Networking

- Mobile Application Development & API Integration
- Partner Channel Deployment
- Retail Strategy, Sales Development & E-Commerce

### Operational & Marketing Tools

- Microsoft 365 (Visio, Project, Excel)
- Marketing Automation & Customer Profiling
- Ideal Customer Profile Development