

Anthony Monaro

Arlington, VA | +1-954-993-3330 | amonaro@gmail.com | [linkedin.com/in/anthonymonaro](https://www.linkedin.com/in/anthonymonaro) | meet-tony.com

Professional Summary

Strategic product leader with 20+ years of experience across satellite communications, telecommunications, broadband, mobile, and enterprise technology markets. Proven track record defining product strategy, owning roadmaps, and leading cross-functional execution from concept through launch and in-life lifecycle management for technically complex, customer-facing solutions. Experienced translating customer and partner requirements into structured product definitions, commercial models, and scalable offerings while aligning engineering, sales, operations, and executive stakeholders around delivery, adoption, and business performance.

Core Competencies

Satellite Communications • Product Strategy & Roadmaps • Technical Product Management • Product Lifecycle Ownership • Customer Requirements Translation • Product Requirements Documentation • Platform & Portfolio Strategy • Cross-Functional Leadership • Go-to-Market Strategy • Pricing & Business Case Development • Demand Forecasting & Operations Alignment • RFI/RFP Support • Partner & Customer Engagement • LEO/GEO Connectivity Solutions • Agile Product Delivery • Executive Stakeholder Management

Professional Experience

SES (formerly Intelsat), Tysons, VA

Senior Principal Product Manager, Maritime | April 2024 – Present

- Defined and drove a \$5M global maritime terminal initiative, aligning engineering, sales, and partner operations to deliver scalable satellite connectivity solutions across international deployments.
- Own lifecycle strategy for LEO and GEO maritime connectivity solutions, from product definition and commercialization through partner adoption, operational readiness, and in-market evolution.
- Translate partner and market needs into product guides, launch materials, and scalable solution frameworks that reduce support burden and accelerate time-to-value for global solution partners.

- Lead cross-functional trade-off decisions across cost, deployment readiness, demand planning, and partner experience, improving inventory accuracy and strengthening fulfillment execution.
- Designed and launched a hardware subsidy model aligned with ASC 606 standards, reducing adoption barriers and unlocking \$4M in new gross revenue.
- Developed a comprehensive LEO product guide that reduced partner support costs and improved enablement for global channel partners.
- Launched a new maritime entertainment product from concept to market, increasing capacity utilization and expanding partner revenue opportunities.

One Communications (formerly Viya), St. Thomas, USVI

Senior Commercial Director | August 2021 – April 2024

- Defined and executed mobile product growth strategy that delivered 110% subscriber growth through retention initiatives, segmentation, and optimized go-to-market execution.
- Built and maintained strategic roadmaps across mobile, broadband, and B2B managed services portfolios, aligning cross-functional teams around shared commercial and operational priorities.
- Led deployment of Salesforce Marketing Cloud, authored user stories, and developed customer segmentation and A/B testing models that improved qualified campaign efficiency by 30%.
- Launched a symmetrical fiber internet product from ideation through market launch, increasing ARPU by 15% and expanding enterprise revenue opportunities.
- Optimized device forecasting models, improving working capital by 50% and eliminating inventory write-offs through data-driven demand planning.
- Redesigned retention programs that reduced fixed-line churn from 2.9% to 2.1%, improving customer lifetime value and portfolio performance.
- Redefined pricing architecture across product lines, generating \$2M in incremental annual revenue through stronger competitive positioning and market analysis.

PWE Consultants, Arlington, VA

Business Management Consultant | March 2017 – July 2021

- Delivered strategy and digital transformation consulting for SaaS, retail, and telecom clients, designing scalable operating models and product roadmaps aligned to business objectives.

- Led end-to-end RFP and vendor selection processes for enterprise SaaS solutions, evaluating providers across cost, compliance, and capability dimensions.
- Designed analytics frameworks leveraging data lakes and BI tools to improve decision-making and performance visibility for client leadership teams.
- Applied agile product management practices for a technology startup, driving eCommerce platform growth and increasing trackable revenue by 30%.
- Architected and deployed a full-stack eCommerce platform integrating Shopify, marketing automation, and analytics to streamline the end-to-end customer journey.

Liberty Global (formerly Cable & Wireless), Miami, FL

Director, SMB Solutions | September 2014 – March 2017

- Drove SMB revenue growth of 300% in six months through disciplined product execution, go-to-market strategy, and sales channel development across multiple emerging markets.
- Scaled partner sales coverage from 4 to 30 field representatives, expanding market reach and improving product adoption across developing markets.

Cable & Wireless, Cayman Islands, Anguilla & Jamaica

Senior Product & Commercial Leadership Roles | 2005 – 2014

- Managed device portfolios and service launches across 14 developing markets, owning product roadmap execution and go-to-market strategy.
- Designed and executed retail strategies that improved sales performance and customer engagement across regional operations.
- Led go-to-market strategies for 3G/4G rollouts, increasing adoption by 30% across key markets.

Education

American University, Kogod School of Business, Washington, DC

Master of Business Administration (MBA), Finance Focus, In Progress | Expected June 2027

University of Maryland Global Campus, Maryland

Bachelor of Science, Cybersecurity & Networking, Information Technology | May 2023

CDI College, School of Business, Toronto, Ontario

Diploma in Business Administration | August 2005

Certifications

- Agile Product Management / Product Owner Certification, 280 Group | 2021
- Pricing and Product Management Certification, Neotelis | 2011
- Certificate in Sales Management, Florida Atlantic University | 2014
- Sales, Customer Service & Team Leadership Certification, Acclivus | 2004