

Peter Surrena

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Current

2021–Current / VP Data Products. IDC

Architect and designer for IDC Knowledge Platform, a comprehensive tool for sales enablement and competitive intelligence in the enterprise services and software market. Users have the ability to gain insight into global tech spend, partner and vendor ecosystems, and service contracts.

Architecture

- Track global IT spend by region, technology, sector, employee and revenue band. Identify which companies are the largest spenders on technology products and services, how IT buying behavior differs by company, and how company IT adoption differs by region.
- Access IT services and business services contracts to identify deals coming up for renewal, target customers that are likely to outsource, and understand deal trends and directions.
- Uncover insights into partner and vendor networks by technology, sector, region, and competitor overlap. Understand what partnerships competitors currently have in place, which partners have complementary technology offerings, what locations competitive partners cover, and their location gaps.

Other Accomplishments

- Instrumental in revising the IDC business model by simplifying how products are sold and moving to a SaaS model to provide a lower entry point for long-tail customers.
- Led effort in unifying product datasets to reduce duplication and inconsistencies, while providing a single source of truth when combining multiple data sets.
- Integration of platform with existing IDC systems for user authentication, access rights, and data publishing.
- Introduced Agile workflow.
- Developed product roadmap around business goals.

Past

2019–2021 / Product Architect. IDG

Created and lead a team to develop Neon, a platform that builds behavioral profiles of companies engaged with IDG B2B properties, with the purpose of revealing potential sales and marketing opportunities.

- Surface usage patterns, determine when key job titles are entering the picture, and pinpoint which business locations are most active.
- Combine data from website usage, email newsletter engagement, confirmed projects via call center, events, demand gen, and third-party firmographic enrichment.
- Search and filter companies by name, engagement, interest, region, size, spend, and industry.
- Create “live” lists that automatically update based on keywords and filters. Lists can be exported to a CRM, such as Salesforce, or downloaded as a CSV.
- Provide public-facing API that aids in the normalization of internal data.

2014–2019 / Head of Product & Technology. Digiday Media

With a focus on increasing visual and technical standards, my team and I created, developed, integrated, and managed the products and platforms that help facilitate the success and growth of Digiday Media.

- Sites include Digiday.com, ModernRetail.co, and Glossy.co.
- Managed and contributed to development and design.
- Created AdOps department. Ran trafficking, forecasting, and reporting on direct-sold and programmatic advertising across Digiday Media sites, newsletters, and podcasts.
- Transitioned sites to a subscription model using Piano.
- Led creation of Digiday Connect, a platform to connect the buy and sell sides at Digiday Summits through accurate recommendations based on quality, budgets, and interests.

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Past continued

2010–2014 / Creative Director. PSFK

- Created for brands (such as Google, Microsoft, Target, Intel, and BMW), managed all things digital, and visualized and executed PSFK's international event series and exhibitions.
- Built the design department at PSFK.
- Worked with clients to visualize trends, with a focus on competing brands, consumer paths, and future retail concepts.
- Design and development of PSFK.com.

2007–2010 / Senior Designer. WRT Design

- Interactive, information, print, and proposal design for architecture and urban planning projects.

2004–2007 / Designer. Fernley & Fernley

- Brand development, website development, and migration of existing websites to current standards for various non-profit associations.

2003 / Designer. FAO, Inc.

- Graphic design services for FAO Schwarz, Zany Brainy, and The Right Start.

Tools

HTML. CSS / Sass. SQL. Python. React.

Figma. Adobe Creative Suite.

Google Ad Manager, Tag Manager, Data Studio.

Yellowfin. Piano. CampaignMonitor. BlueConic. Megaphone.

GIT. Jira.

Linux, macOS, Windows.

Education

1998–2002 / University of the Arts, BFA in Graphic Design.