

# Daniel Draughon

linkedin.com/in/daniel-draughon101 | danieldraughon64@gmail.com | (713) 304-7422

Results-driven product leader with proven success scaling major initiatives through data-driven decision making and ML innovation. Expert at navigating complex organizational challenges and delivering strategic business impact.

## Professional Experience



### Senior Product Manager - Technical

Dec 2022 - Present

Amazon Grocery Experience

- Led Amazon's Grocery Subscription Program from launch to 1MM+ subscribers, implementing an XGBoost retention model and intervention initiatives that improved subscriber retention by 10%.
- Optimized Whole Foods Market's data pipeline infrastructure for new recipe development and deployment, accelerating time-to-market for Prepared Foods offerings by 46%.
- Led technology implementation for a new Whole Foods' centralized food production facility, creating a phased approach that integrated third-party ERP while building Amazon-native replacements to ensure on-time launch
- Expanded Amazon Grocery offering to non-Prime members, increasing overall revenue by 2% (\$15.6MM annualized) while driving Prime membership growth through strategic upsell placements.



### Senior Product Manager - Technical

Feb 2021 - Dec 2022

Amazon Fulfillment Technology

- Launched Amazon's first employee health & safety application to capture structured injury and illness data across all Amazon sites. Used injury data to deliver a risk assessment module that reduced musculoskeletal injuries by 12%.
- Launched product for waste and donation management used in all Amazon sites for hazardous waste disposal compliance. Implemented ML-based item waste profile classification, improving profiling accuracy by 40%.



### Senior Product Manager - Technical

Apr 2020 - Feb 2021

Amazon Last Mile

- Product lead for communication between delivery drivers and customers. Launched in-app messaging, improving first-time delivery success by 22%. Developed strategy for in-app emergency alert system, improving driver safety.



### Senior Product Manager

Apr 2019 - Apr 2020

Vrbo.com

- Launched Random Forest model to score cancellation propensity of property owners based on 100+ different features, reduced host-initiated cancellations by 9% and improved customer retention by 5%.
- Product lead for identity and authentication; leveraged A/B testing to increase authenticated visitor rate by 32%.



### Product Manager

Aug 2014 - Apr 2019

National Instruments

- Product lead for test and measurement software (LabVIEW) for high-speed/high-precision electronics testing. Worked across engineering, UX and QA to launch new offerings for data storage and analytics.

## Education and Certifications



### Bachelor's of Science, Computer Science

May 2014

Texas A&M University



### Certified AI Practitioner, Certified Cloud Practitioner

Feb 2025

AWS Certifications