

# RACHEL WNOROWSKI

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## TECHNICAL PRODUCT MANAGER

### Direct Product Strategy with Data-Driven Leadership

Drive global product strategy and innovation through AI-enabled data-driven solutions across Nike's most complex and creative organizations, including Research, Innovation, Digital Product Creation, Sustainability, and Direct to Consumer. Lead cross-functional teams with strong strategic alignment to deliver measurable impact. Communicate with precision to influence decisions at every level, bringing exceptional leadership and disciplined execution to every initiative.

## CORE COMPETENCIES

Product Lifecycle Management | Product Vision and Strategy | Data Analytics and Insights  
Superior User Experience | Design Thinking | Continuous Improvement | Release Management  
Feature Integrations | Regulatory Compliance | Risk Management

## PROFESSIONAL EXPERIENCE

**NIKE, INC.**, Beaverton, OR

2012 to 2026

**Technical Product and Program Manager**, Merchandising

2024 to 2026

Delivered business value for Global Line Planning and Sustainability Products.

- Developed and Launched framework tracking product creation through sales, providing deep end-to-end product decision-making capabilities for over 1.4M active products in the pipeline and marketplace.
- Utilized data-driven decision-making, enabling digital transformation through realignment of product construct within core merchandising and finance platforms: SAP, O9, APIs.
- Managed modernization of 15-year-old merchandising platform, integrating critical data governance requirements into roadmap while improving platform reliability and reducing downtime by 75%. Translated evolving enterprise needs into phased releases, accelerating global feature delivery by 50%.

**Product Owner**, Sustainability and Innovation

2018 to 2024

Led sustainability-focused decision-making accountability for Apparel and Footwear Creation Teams and directed Innovation Collaboration and Operational Excellence.

- Oversaw sizing product tool for the Advanced Innovation team by launching scalable and secure sports research data platform with AI / ML enabled workflow through new digital experience providing 3D / 4D body scanning and avatar generation capabilities enabling \$50M in science-fueled growth.
- Scaled 3M individual athlete scan data library providing insights leading to 15% reduction in athlete product returns.
- Created and operationalized 5-year sustainability architecture strategy across the consumer creation ecosystem, enabling scalable adoption of low-carbon design solutions and achieving 25% annual carbon reduction.
- Spearheaded development of integrated scenario planning and product impact scoring platform embedded across creation-to-manufacturing lifecycle, ensuring ESG regulatory compliance and increasing visibility into product sustainability impacts.
- Drove metrics-based productivity transformation by leveraging user feedback, issue resolution, data accuracy, and consumer experience insights, reducing implementation cycle time by 350%.

**Project Manager and Business Consultant**, Legal Operations (2012 to 2014 Via Teksystems)

2012 to 2018

Executed enterprise-wide Email Exchange and Archiving Upgrade and deployed global document management and contracting solutions.

- Managed deployment and application upgrades for Nike Legal teams, including migration of content within 2 existing repositories providing enterprise-wide users immediate access to previously archived content (over 6M items migrated).

**NIKE, INC (Continued)**

- Implemented data retention and eDiscovery solutions, meeting critical path compliance, legal, and records management requirements.
- Created cloud-native contracting solution providing enterprise users with direct legal team support and ability to create and store legal documents, increasing retention and traceability (200% increase in first month post-deployment).
- Forecasted and managed costs via vendor selection and prioritization, delivering at 15% under budget.

**ADDITIONAL RELEVANT EXPERIENCE****EPIQ SYSTEMS, INC. / FKA POORMAN DOUGLAS, Beaverton, OR, Project Manager**

Provided technology-enabled solutions for management of Class Action administration, mass litigation, and government projects.

- Managed 60 individual legal cases across Healthcare, Governmental, Product, and Securities industries, driving resolution from initial notice through payment and tax compliance.
- Directed team operations of 3 - 6 people, and adjusted team size, meeting project requirements, including traveling in support of team's operational needs.
- Managed infrastructure-level audits for IT security requirement implementation with FISMA, NIST, HIPAA, and PCI levels of data security and transfer requirements, resulting in 10 new products.

**EDUCATION**

- **Bachelor of Arts (BA)**, Political Science, University of Oregon, Eugene, OR
- **Bachelor of Arts (BA)**, International Studies with minor in Japanese language, University of Oregon, Eugene, OR
- Study abroad, Waseda University, Tokyo, Japan

**PROFESSIONAL DEVELOPMENT**

- Nike Technical Product Management and Design Essentials, various courses
- Nike Manager Essentials training
- SAFe Product Owner / Product Manager
- Technology Scrum Master certification
- Nike "Supply Chain U" module
- Project Management Professional (PMP) certification (renewed 2026)
- Project Management Certificate series, Portland State University
- Six Sigma Green Belt: Quality Concepts Training through GE Corporate Financial Services

**AWARDS**

- Various peer and leader "High Five" nominations: "Creating the Future of Sport", "Being on the Offense Always" and "Winning as a Team"
- Milestone Award: Execution in support of the Legal Compliance "Inside the Lines" Initiative
- Achievement Award: "Commitment to Achieving the Corporate Values of 100% Client Satisfaction"
- Legendary Service Award: "Products and Services our Customers Brag About"