

# Tori Pfeifer

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## PROFESSIONAL SUMMARY

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Certified SAFe® 6 Practitioner with a Computer Science background and experience launching scalable, user-centered products in global financial services. Currently a Technical Product Manager at MasterCard, where I drive user adoption, product innovation, and cross-functional delivery across high-impact initiatives generating \$58M+ in value. Skilled in gathering requirements, analyzing customer feedback, writing technical specifications, and delivering data-driven features using tools such as SQL, Tableau, and Jira. Proven ability to align business needs and technology execution in dynamic, client-facing environments.

## EXPERIENCE

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### Product Manager- Technical

August 2023 – Present

*Mastercard*

*O'Fallon, MO*

- Led product delivery for cross-border payments and compliance initiatives, driving \$58M+ in revenue impact and improving platform adoption across internal clients.
- Owned product roadmap and collaborated with engineering, data, and stakeholder teams to prioritize features aligned with customer behavior and regulatory strategy.
- Conducted user research and feedback loops to inform roadmap decisions and refine MVP features based on usage patterns and business needs.
- Wrote detailed technical specifications and user stories, enabling consistent delivery of scalable features and user engagement enhancements.
- Partnered with analysts and data teams to develop dashboards and reports that informed go-to-market planning and tracked KPIs.
- Supported platform releases and incident resolution efforts, proactively identifying risks and contributing to deployment strategies.

### Student Engagement Manager

Sep. 2022 – Sep 2023

*Ruffalo Noel Levitz LLC*

*New York, NY*

- Managed a 36-member team, exceeding campaign revenue targets by 10% through operational optimization and coaching.
- Developed engagement playbooks and process improvements to ensure timely decision-making and seamless coordination across functions.
- Fostered strong cross-functional partnerships, enhancing communication efficiency and donor retention strategy.

### Student Engagement Ambassador

Sep 2021 – Sep 2022

*Ruffalo Noel Levitz LLC*

*New York, NY*

- Spearheaded fundraising initiatives, collaborating with multiple teams to develop outreach strategies and successfully raising over \$1.2M.
- Managed cross-team communications and data analysis efforts, optimizing donor outreach and increasing donor retention by 18%.

## EDUCATION

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### New York University

New York, NY

*Bachelor of Arts in Computer Science*

*Jan 2019 – May 2023*

## SKILLS & EXPERTISE

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**Certification:** SAFe® 6 Practitioner (SP) – Scaled Agile, Inc.

**Program & Project Management:** Release coordination, global rollout readiness, stakeholder engagement, production support, OKRs, roadmap planning, incident response, deployment success criteria

**Technical Skills:** Java, Python, C/C++, JavaScript, SQL, Git, Git workflow, API integration

**Tools & Methodologies:** Jira, Rally, Confluence, Google Cloud Platform, Excel, Tableau, Figma, Git, Agile & Scrum.

**Data Analysis & Communication :** Technical spec writing, retrospectives, engineering documentation, customer feedback analysis, process optimization, training, and enablement.

**Leadership & Collaboration:** Cross-functional leadership, stakeholder communication, coaching, team demos