

David Kwartler

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Summary

- Accomplished product manager with over six years of experience leading cross-functional teams to build impactful software products that drive measurable outcomes at enterprise scale.
- Identity and Access Management expert responsible for Expedia Group's robust in-house customer identity platform, powering secure traveler and partner experiences across our global two-sided marketplace.
- Led IAM product at General Motors, delivering seamless authentication and profile experiences across web, mobile, and connected vehicle platforms for millions of customers.
- Analytical problem-solver and clear communicator with a proven ability to blend technical expertise and strategic thinking to drive business impact in fast-paced, dynamic environments.

Skills

Product Strategy, Continuous Discovery, User Research, A/B Testing, Data Analysis, Collaboration, Communication, Stakeholder Alignment & Influence, Leadership & Mentoring, API Design & Documentation, Identity & Access Management, UI/UX Design, Product Development Lifecycle, Acceptance Testing

Experience

Senior Product Manager | 08/2024 - Present | Expedia Group | Austin, TX

- Defined and led a multi-team initiative spanning eight development squads to achieve identity platform multi-tenancy, ensuring user data isolation and unlocking \$15M in potential value through personalized user experiences for Expedia's fast-growing demand partner marketplace.
- Achieved 1% conversion uplift by leading cross-functional alignment across loyalty, fraud, cybersecurity, and privacy teams to A/B test extended session length strategy, balancing user experience with account security.
- Championed system rearchitecture to eliminate external vendor dependency for authentication, delivering \$3M in annual EBITDA savings and improving control of our tech stack.
- Launched social login and NAVER Pay integration in South Korea to streamline checkout and capture \$4M in incremental value by improving conversion in a key international growth market.
- Enabled digital tax form submission for Vrbo hosts by introducing identity federation with a third-party app through our OIDC API, simplifying compliance workflows for over 600,000 property owners.

Senior Product Manager | 06/2021 - 08/2024 | General Motors | Austin, TX

- Increased loyalty program enrollments by 28%, delivering \$16M in monthly customer lifetime value gains through A/B testing to optimize sign-up flow and drive retention.
- Launched revamped mobile app authentication experience informed by an employee pilot program of over 200 participants, resulting in a 19% increase in customer satisfaction and improved user experience.
- Improved multi-factor authentication success rate by 13% by leveraging product analytics to identify and prioritize enhancements, leading to increased app engagement and stronger account security.

Product Owner | 06/2019 - 06/2021 | CVP | Washington, DC

- Accelerated environmental assessment project efficiency by 65% through revamped email notifications in Department of Homeland Security environmental planning application.
- Secured \$2M DHS contract by leading UI design and product vision for a data visualization proof of concept, enabling real-time security officer post tracking to optimize resource allocation.

Education

The George Washington University | Washington, DC

Bachelor of Business Administration, Major in Finance, Minor in Environmental Sustainability

Certifications

SAFe Product Owner / Product Manager, Professional Scrum Master I