

Tomas Nieves

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Senior Product Manager | Enterprise Product Strategy | Digital Transformation | Customer Experience

EXECUTIVE PROFILE

Enterprise product management and digital transformation leader with nearly 30 years at Verizon, delivering customer-facing digital platforms, product strategy, governance, operations, and experience modernization. Trusted partner to executive leadership and cross-functional teams spanning engineering, architecture, legal, compliance, analytics, finance, operations, retail, digital, and customer experience. Combines disciplined product leadership with practical, responsible AI fluency to improve research, decision support, workflow efficiency, and execution quality.

SELECTED EXECUTIVE IMPACT

- Led enterprise product initiatives connecting strategy, technology execution, governance, operations, and customer experience within a Fortune 50 environment.
- Directed modernization of assisted digital and self-service journeys, including checkout, payments, disclosures, customer transparency, platform stability, and launch readiness.
- Led product strategy and delivery for View Together, an assisted digital platform supporting approximately 15 million customer interactions annually across retail and contact center channels.
- Improved executive decision quality by translating technical, operational, legal, compliance, analytics, and customer signals into clear priorities, risks, dependencies, and action plans.
- Applied generative AI and automation to research synthesis, structured analysis, document creation, executive communication, and workflow productivity with human oversight.

CORE LEADERSHIP CAPABILITIES

Enterprise Product Strategy | Digital Transformation | Customer Experience | Executive Stakeholder Alignment | Product Roadmaps & Prioritization | Platform Modernization | Governance & Compliance | AI-Enabled Workflow Automation

PROFESSIONAL EXPERIENCE

VERIZON | 1996 – 2026

Enterprise Product Management, Digital Transformation & Customer Experience Leadership

Senior Product Owner / Product Manager — View Together

- Led strategy, modernization, roadmap execution, and operating governance for Verizon's assisted digital purchasing platform across retail and contact center channels.
- Aligned product, engineering, architecture, legal, compliance, analytics, operations, finance, and channel leaders around priorities, dependencies, adoption, launch readiness, and measurable product outcomes.

- Advanced payment, self-service, reporting, customer-transparency, platform-stability, and governance initiatives while balancing customer experience, operational risk, compliance, and delivery constraints.
- Strengthened product decision-making through roadmap planning, backlog prioritization, field feedback, production monitoring, defect triage, and executive escalation of risks and tradeoffs.

Product Owner — Verizon Assistant

- Owned product strategy and roadmap execution for Verizon Assistant, expanding digital self-service capabilities and improving customer access to support experiences.
- Partnered with engineering, analytics, operations, customer care, and business stakeholders to identify customer needs, prioritize investments, and improve digital adoption.

Product Owner — Verizon.com Email Platform

- Led product strategy and lifecycle management for Verizon's consumer email platform, with accountability for stability, reliability, customer experience, communications, and service continuity.
- Coordinated engineering, operations, and customer-support teams to improve platform performance, issue management, and operational execution.

Product Manager — Consumer & Small Business Solutions

- Managed digital product initiatives across Consumer and Small Business portfolios, partnering across business, technology, operations, and leadership to simplify experiences and prioritize investments.

AI CREDENTIALS & APPLIED FLUENCY

- Google AI Professional Certificate (Google/Coursera, seven-course program, May 2026)

Additional credentials: Google AI Essentials | Microsoft Azure AI Fundamentals (AI-900) | IBM AI Fundamentals | ISACA AI Fundamentals

Applied capabilities: generative AI workflows, prompt design, research synthesis, data-informed analysis, executive decision support, workflow automation, content creation, app building, and human-in-the-loop validation.

EDUCATION & LICENSES

- Master of Science (M.S.), Microcomputing — University of Puerto Rico
- FCC Amateur Radio Extra Class License
- FCC Volunteer Examiner (VE)