

Patricia L. Raufer
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Digital Transformation – Product Management Executive

Ms. Raufer is a senior business executive with a passion for making ideas real. She has led game-changing initiatives in consumer networks and built foundational digital transformation initiatives in payments, digital media and travel industries. Patricia is skilled at negotiating in complex environments to drive both strategy and execution to deliver results. She combines expertise in business, technology and design to conceptualize, develop and launch products and services. Patricia is comfortable with ambiguity to define and deliver digital transformation initiatives. She is customer and client focused, known for getting things done, and skilled at engaging, enrolling and collaborating with team members, colleagues, partners, vendors and stakeholders in executing the vision. Highly effective in:

- Innovation
- Strategic Business Design
- Product Management
- Digital Solutions
- E- / Mobile Commerce
- Relationship Management
- Business Models
- Customer Experience Design
- Design Thinking
- Systems Thinking
- Team Building
- Business Development
- Commercialization
- Creative Solutions
- Business Requirements
- Critical Thinking
- Problem Solving
- Collaboration

HIGHLIGHTED CAREER ACHIEVEMENTS

- Introduced iterative prototyping and customer co-design in launching market pilots for the Citi2G Card, a new device enabling customer choice for rewards redemption at point-of-sale. Solution also served as basis for Pay with Points capability for Thank You Points redemption with online merchants such as Amazon.
- Created digital solution enabling unique value proposition by combining consumer platforms for airline systems and payments resulting in the Citi Premier Pass / Citi Thank You Card product suite and new Citi customer base.
- Recommended and implemented product upgrade solution for MasterCard World Elite Card and Visa Signature Card and launched initiatives in reduced timeframes. Improved program generated such significant revenue impact that it became standard for all Citi Cards product upgrades and was adopted by MasterCard and Visa for select initiatives.
- Conducted proof-of-concept pilot for Sabre that validated the feasibility of consumer-initiated travel transactions and became the platform for Travelocity. Led Rosenbluth International participation in team with Prodigy Services Company and American Airlines Sabre.

EMPLOYMENT SUMMARY

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|----------------------------------------|-----------------------|
| Patrician Design Solutions, LLC | 2013 – Present |
| Citigroup Global Consumer Group | 2000 – 2013 |
| Rosenbluth International | 1995 – 1999 |
| Interactive Solutions | 1993 – 1995 |
| Prodigy Services Company | 1988 – 1991 |
| Catalog Media Corporation | 1987 – 1988 |
| Rosenbluth International | 1986 – 1987 |
| TWA | 1978 – 1986 |