Nick Megariotis

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Product Management | AI Transformation | Platform Innovation | CX | Data Governance

Product and Martech leader with 15+ years at Kia, Mazda, Toyota, and Microsoft driving partnerships, compliance, and innovation. Co-founded Mazda's first connected car app and improved the UX of both the MyMazda App and MazdaUSA.com, driving $40M+ new revenue and reducing call center volume 20% by integrating Roadside Assistance technology in the app. Achieved a 23% CRM engagement lift at Kia via data personalization, patented VR/AI solutions at Toyota, and 15% Microsoft subscription growth.

SKILLS

- AI Innovation
- Analytics Insights
- Contract Negotiation
- Cross-Functional Leadership
- Customer Journeys

- Data Acquisition
- Data Strategy
- Governance Alignment
- Monetization Growth

- Partnership Development
- Personalization Strategy
- Regulatory Compliance

- ROI Optimization
- Saas Platform Scaling
- Team Scaling
- Vendor and Legal Management

WORK EXPERIENCE

Kia Motors America
Head of Data Governance and Digital Experience

11/2022 - Present
Irvine, CA

- Directed the discovery and implementation of Salesforce MarketingCloud, DataCloud, and AutoCloud, creating seamless onboarding and lifecycle engagement strategies, built, tested, and launched within 1 year.
- Led governance initiatives for large-scale data platform implementation, driving security, compliance, and auditability by aligning data strategies with regulatory expectations and compliance targets.
- Identified and evaluated financial/ 3rd party data, technology, and implementation partners, to align data strategies with compliance and ROI targets.
- Designed lifecycle triggers and customer activation campaigns that drove a **23% increase in CRM effectiveness**.
- Boosted connected car subscriptions by 8%, through customer journey mapping and UX improvements that improved early adoption rates.

Infogain
Director, Digital Transformation and Product Experience

08/2020 - 09/2022
Los Gatos, CA

- Led digital transformation, customer app experiences, and data platform initiatives for enterprise clients, including Microsoft, Hyundai, Kia, Sprinklr, and WestMarine.
- **Microsoft:** Defined and executed personalization strategy across Microsoft.com, resulting in a **15% increase in paid subscription conversions**.
- **Hyundai & Kia:** Designed dealer onboarding/Connected Car Registration UX, reducing churn and increasing adoption by 25%.
- **WestMarine:** Directed UX redesign of WestMarine.com, improving navigation, usability, and checkout workflows, which increased customer satisfaction and conversion.
- Balanced quick-win experiments with long-term scalable growth data models, aligning funnel optimization with enterprise KPIs.

Toyota North America   10/2021 - 05/2022
Contracted by Apex Systems
Sr. Product Manager, AI and Electric Vehicles   **Plano, TX**

- Created Vehicle Match Maker, integrating financial/ customer data to recommend EVs, **increasing dealer test drives 18%**, supporting **launch of bZ4X**.
- Delivered patents in **VR and AI-powered customer engagement**, advancing personalization and system automation.
- Built partnerships with **Nintendo & Disney for in-vehicle gaming** experiences in electrified cars.
- **Spearheaded AI efforts** for the launch of Toyota's first EV (bZ4X); utilized machine learning and data-driven customer targeting, supporting the brand's electrification strategy.
- Invented a patented system that integrates real-world sensor data into immersive virtual environments, enabling virtual test drives, events, and digital commerce to boost engagement in the Facebook Metaverse.
  https://patents.justia.com/patent/20240428525
- Invented a patented VR system that lets customers track their vehicle's assembly in real time using VIN data, enhancing transparency, personalization, and engagement in automotive manufacturing.
  https://patents.justia.com/patent/20240428471
- Invented a patented system that automates auto insurance using vehicle sensors, blockchain, and smart contracts to expedite claims, assign liability, and enhance security, transparency, and customer experience.
  https://patents.justia.com/patent/20240054563

Mazda North American Operations   03/2016 - 10/2019
Sr. Product Manager, Connected Car and Digital Experience   **Irvine, CA**

- Led digital transformation and personalization platform of MyMazda Connected Car App and MazdaUsa.com, **generating $40M+ new revenue**.
- Implemented first CRM-driven data strategy, **increasing** campaign targeting accuracy and engagement, **by 12%**.
- Developed lifecycle data integrations to improve dealer and finance operations.
- Collaborated with cross-functional leaders to unify customer experience across platforms.
- Successfully implemented and launched Agero Roadside Assistance Service into MyMazda App, **lowering Call Center volume down by 20%**.

EDUCATION

Bachelor of Arts (BA) in Product Development, Merchandise and Marketing
California State University   Long Beach, CA

ACCOMPLISHMENTS AND AWARDS

Inventor of Toyota Patent   06/2023
Toyota Motor North America
SYSTEMS AND METHODS FOR GENERATING VIRTUAL ENVIRONMENTS INCLUDING VEHICLES

Developed a patented system for immersive virtual environments using real-world data. Enables virtual events, vehicle test drives, and digital marketplace interactions. Leverages real-time sensor and environmental data to enhance realism, gamification, and brand engagement in the Facebook Metaverse.

https://patents.justia.com/patent/20240428525

Inventor of Toyota Patent   06/2023

Toyota Motor North America

SYSTEMS AND METHODS FOR GENERATING AND DISPLAYING VIRTUAL MANUFACTURING ENVIRONMENTS

Developed a patented system offering customers a real-time virtual view of their vehicle's production. Using VR and VIN-based tracking, users explore a digital factory and follow assembly progress, enhancing transparency, engagement, and personalization in automotive manufacturing.

https://patents.justia.com/patent/20240428471

Inventor of Toyota Patent   08/2022

Toyota Motor North America

AUTO INSURANCE SYSTEM

Developed a patented system that automates auto insurance using vehicle sensors, blockchain, and smart contracts. Enables real-time data exchange post-accident to expedite claims, assign liability, and authorize services, improving security, transparency, and customer experience.

https://patents.justia.com/patent/20240054563