

# KATJAMARIE GRAF

## ENTERPRISE PRODUCT & TRANSFORMATION LEADER

AI-ENABLED PRODUCT STRATEGY | CONTACT CENTER MODERNIZATION  
ENTERPRISE DELIVERY | OMNICHANNEL EXPERIENCE TRANSFORMATION



### INTERACTIVE EXECUTIVE AI PORTFOLIO

Explore Kat's experience, leadership philosophy, transformation work, and product strategy through her custom AI executive portfolio assistant.

[chatgpt.com/g/g-69fc643529f88191a4d6065f7baf91e8-ask-kat-ai](https://chatgpt.com/g/g-69fc643529f88191a4d6065f7baf91e8-ask-kat-ai)



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### EXECUTIVE SUMMARY

Enterprise product and transformation leader with 15+ years of experience driving large-scale modernization initiatives across hospitality, travel, healthcare, retail, and technology organizations. Proven track record leading enterprise product strategy, omnichannel customer engagement transformation, Salesforce ecosystem modernization, and AI-enabled delivery operations within highly matrixed environments.

Currently leading Contact Center Next transformation initiatives for Disney Experiences Technology, supporting enterprise-scale guest engagement modernization across Walt Disney World, Disneyland Resort, and Disney Vacation Club. Experienced managing enterprise portfolios exceeding \$46M, building strategic operational frameworks, and aligning business, product, engineering, and executive stakeholders through complex transformation programs.

Recognized for translating organizational complexity into scalable execution through people-centered leadership, roadmap governance, operational modernization, and AI-assisted product management practices using tools such as Claude and Cursor.

### SELECTED ENTERPRISE IMPACT



#### 1,000+ AGENTS

Led enterprise contact center modernization across Disney Experiences Technology



#### SALESFORCE TRANSFORMATION

Directed migration from LivePerson to Salesforce Messaging for In-App & Web (MIAW)



#### \$46M+ PORTFOLIO

Managed technology portfolios exceeding \$46M with full P&L and delivery accountability



#### \$300M STRATEGY

Developed and executed a 3-year corporate strategy valued at \$300M



#### 35+ AGILE TEAMS

Led engineering teams across domestic and international delivery centers



#### 97% IMPROVEMENT

Improved operational maturity and reporting automation by up to 97%



#### CROSS-FUNCTIONAL LEADERSHIP

Aligned Product, Engineering, Architecture, Legal, Operations, Telecom, Digital & more



#### ENTERPRISE CLIENTS

Delivered transformation for Disney, Walgreens Boots Alliance, Travel + Leisure, Virgin Voyages and healthcare organizations

### CORE LEADERSHIP AREAS

- Enterprise Product Strategy & Roadmapping
- Contact Center & CX Modernization
- Omnichannel Engagement Transformation
- AI-Enabled Product Management
- SDLC Leadership & Agile Delivery
- Operational Modernization
- Stakeholder Alignment & Executive Influence
- Portfolio Governance & Financial Management
- Cross-Functional Team Leadership

### AI-ENABLED PRODUCT LEADERSHIP

- AI-assisted discovery, research, and roadmap development
- Claude and Cursor enabled documentation acceleration
- AI-supported requirements development and SDLC optimization
- Intelligent automation and operational efficiency
- AI-informed decision making and data-driven insights
- Future-focused strategy aligned to evolving technologies
- Responsible AI adoption and governance in product operations



#### Leadership Philosophy

People-centered leadership. Operational clarity. Strategic alignment. Trusted relationships. Transformative results.

### TECHNOLOGY & TOOLKIT



### PROFESSIONAL EXPERIENCE



#### Lead Product Manager

Disney Experiences Technology | Orlando, FL | 12/2024 – Present

Leading Contact Center Next (CCN) transformation and omnichannel guest engagement modernization across Walt Disney World, Disneyland Resort, and Disney Vacation Club.

- Leading enterprise migration of 1,000+ agents from LivePerson to Salesforce Messaging for In-App & Web (MIAW).
- Driving roadmap, prioritization, and delivery for chat, routing, authentication, co-browse, AI-assisted knowledge, and agent experience capabilities.
- Introducing queue-based routing, custom authentication flows, enhanced reporting, and improved agent tooling.
- Championing AI-enabled product management using Claude and Cursor to accelerate discovery, documentation, and SDLC execution.
- Facilitating executive alignment, roadmap governance, and operational model evolution across cross-functional teams.



#### Director of Strategic Operations (Technology)

RCG Global Services – Travel & Hospitality | Orlando, FL | 12/2021 – 11/2024

Promoted to Director within 9 months; advanced from Senior Manager to Director of Delivery within one year.

- Created 3-year, \$300M corporate strategy driving product development, pre-sales, and offshore scaling.
- Developed and executed 3 go-to-market strategies for Travel & Hospitality vertical.
- Managed 10+ concurrent project teams delivering app development, QA automation, UX/UI, and CX solutions.
- Oversaw SDLC for mobile apps, guest-facing and employee applications for Disney Cruise Line, DVC, and Disney Tech.
- Managed financials for portfolio exceeding \$46M; optimized revenue growth and operational efficiency.
- Built dashboards and reporting mechanisms that improved decision-making and project efficiency by up to 97%.



#### Principal Consultant

Ciber Global Consulting – For The Walt Disney Company | Orlando, FL | 08/2020 – 11/2021

- Led collaboration across 13 cross-functional teams to establish SOX audit controls and governance standards.
- Partnered with Disney Pixar legal team on UX overhaul and re-branding initiative supporting 33,000+ team members.
- Designed and launched 7 digital collaboration and content spaces using Confluence and Atlassian tools.
- Led digital content documentation and process mapping for new Walt Disney World ticketing platform (48,000+ products).



#### Process Architect (Enterprise Architecture)

Tek Partners – For The Walt Disney Company | Orlando, FL | 02/2020 – 04/2020

- Facilitated executive planning and consensus-building sessions across Disney Parks business units.
- Led PPM tool implementation supporting 700+ Project Managers.
- Unified Agile methodologies and frameworks across enterprise, improving operational maturity and consistency.



#### Director of Strategic Processes & Data Analytics

Global Widget | Tampa, FL | 04/2019 – 02/2020

- Led Salesforce CPQ and Batchmaster ERP implementations from roadmap through deployment.
- Directed data science and process engineering achieving 97% report automation and improved efficiency.
- Managed Agile teams delivering commerce, planning, and analytics solutions.

### EDUCATION



#### Bachelor of Science in Chemistry

University of Central Florida  
Orlando, FL | 2007 – 2008

#### Bachelor of Science in Chemistry

Oral Roberts University  
Tulsa, OK | 2005 – 2007

### CERTIFICATIONS



- Google UX Design Certification
- Agile Scrum Master Certification
- Customer Experience Professional
- Certified Lean Six Sigma Black Belt (Lean Six Sigma US)
- ITIL 2011 Foundations



### LANGUAGES

English Native  
Spanish Proficient  
French Beginner



### PUBLICATION

The Price of Choice | Mental Overload is Costing the Travel and Hospitality Industry  
Kat Graf  
[rcgglobalservices.com/blog/generative-ai-mental-overload-travel-hospitality](https://rcgglobalservices.com/blog/generative-ai-mental-overload-travel-hospitality)

Article on how to leverage Generative AI as part of technology transformations in contact centers in the travel and hospitality industry.

