Sam Eckman

Product leadership · Enterprise delivery · Operations

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I work on planning tools at Nike. Previously, I led automation projects at Best Buy for Call Center, Supply Chain, and Finance teams.

Professional experience

Senior Global Planning Capabilities Manager

Nike · October 2025–Present

- Led all ATLAS discovery, including more than **three months** of cross-functional workshops. Worked with technology teams on discovery and process design; the broader project was shared across teams. Co-authored future-state planning processes and functional design documentation.
- Led user acceptance and end-to-end testing. Partnered with **37 subject-matter experts** across **9 business functions** to validate critical planning workflows, supported validation of **54+ application screens**, and contributed to resolving **339+ defects** across testing cycles.
- Developed **30+ training assets**, including user guides, demos, workshop materials, and facilitator content. Designed train-the-trainer programs to help subject-matter experts support their teams.
- Facilitated **6 business sign-off sessions** and supported readiness reviews and milestone tracking ahead of deployment.
- Partnered with the people responsible for adoption and change management, and shared responsibility for communications.
- ATLAS is part of Nike's broader planning modernization, which targets consolidating **70+ legacy tools** and retiring **35+ databases**, and affects **10,000+ spreadsheets**.
- ATLAS is expected to support **500+ direct users** once live. After launch, I will own the adoption and success metrics for the work.

Senior Business Enablement Manager, Planning Innovation

Nike · June 2024–October 2025

- Helped lead a global enterprise Assortment Planning tool rollout to **200 North American users**.
- Coordinated delivery, dependencies, training, and launch readiness across regional teams, and helped support user acceptance testing (UAT).
- Developed change-agent engagement strategies to connect Merchandising and Assortment Planning teams.
- Led communications to more than **500 cross-functional partners**.

Senior Product Manager, Direct Purchasing · Interim

Nike · January–June 2024

- Prioritized the backlog for Direct Purchasing, the product that creates all purchase orders on behalf of Nike.
- Contributed to a successful cutover to SAP S/4HANA during an interim senior product management assignment.

Senior Product Manager, Supply & Inventory Planning

Nike · July 2021–December 2023

- Tracked product health, KPIs, adoption, and value from new capabilities.
- Helped set objectives and backlog priorities with teams across the business.
- Helped the team prioritize features and realize **$30M+** in recurring annual value.
- Joined Nike during COVID-19 and helped optimize lead times to keep products reaching customers on time through lockdowns.
- Helped lead business simulation work that gave Nike teams a sandbox to test changes before moving them into production and use the results to inform decisions.
- Created solutions to resolve unplanned product issues, enabling **$10M** worth of product to reach the marketplace.
- Surveyed more than **500 users** and used their feedback to improve planning tools, increasing uNPS scores by more than **50 points**. Built a feedback dashboard for leadership to track user satisfaction across the products.
- Led communications to more than **500 users** around key milestones, handling everything from planning and writing to launch.

Product Manager, Automation Capabilities

Best Buy · November 2019–July 2021

- Built enterprise RPA and BPM solutions, including Pega BPM, for Best Buy's Call Center, Supply Chain, and Finance teams.
- Owned discovery, roadmaps, OKRs, prioritization, and delivery. Led projects generating **$20M+** in value, including the reship and chargeback workflows.
- Led a **14-person** consulting team.
- Led an automated reship and carrier recovery workflow that recouped **$10M** in its first year live and saved over **30,000 manual hours**.
- Led chargeback evidence automation to help contest fraudulent disputes, delivering over **$7M** in annual value and saving over **10,000 manual hours**.

Enterprise Product Management Specialist

Best Buy · November 2018–October 2019

- Managed product information and life cycles for major and small appliances across online and in-store experiences.
- Built vendor relationships and cross-functional processes for accurate product data. Contributed to PDM rollout, merchant intake improvements, and faster data acquisition.

Business Analyst · Contract

Cargill · June–November 2018

- At Cargill, I supported SAP deployments to manufacturing plants in Argentina and Mexico City.
- Conducted data analysis for the rollout.
- Helped with system integration testing (SIT) and user acceptance testing (UAT) before deployments.

IT Analyst

Best Buy · May 2017–June 2018

- Supported corporate employees, general managers, remote agents, and field teams with enterprise hardware and software.
- Managed ServiceNow tickets and knowledge content, Active Directory administration, and cross-functional troubleshooting.

Founder experience

Founder · Part-time

Suleo Labs · July 2026–Present

- Founded Suleo Labs alongside my role at Nike. It helps artist teams research touring opportunities and keep track of leads, outreach, follow-ups, and deals.
- Compare artists' touring history to find markets and venues they haven't reached.
- The catalog holds nearly **29,000 listings** for **97 artists** across **108 countries**.

Education

Bachelor of Business Administration (BBA), Business Administration and Management.

Crown College · January 2014–2017

Business Administration and Management studies.

Wheaton College · 2013–2014

Played college soccer throughout my college years.

Skills & languages

Product strategy, discovery, roadmap planning, cross-functional delivery, UAT and end-to-end testing, risk and dependency management, and change management partnerships.

Jira, Confluence, Airtable, Smartsheet, Tableau, Pega, Microsoft 365, and AI-assisted workflows.

Grew up overseas, mainly in Southeast Asia. Speak Bahasa Indonesia and can also communicate in Malay. Enjoy travel, camping, and sports.

Updated October 2026. Best Buy project results are included in the $20M+ portfolio total, not additional to it.