

**Summary** Results driven, customer focused product manager with a background in user experience. Successful at identifying market needs, building strategies to support those needs, and making product updates to meet those needs.

**Qualifications**

- Over 15 year's experience in software, online, and mobile application development
- Received multiple patents for my work
- 2-time winner of the CEO Innovation award at BB&T
- Experience with enterprise & consumer applications covering finance, insurance, legal, & HR domains

**PeopleFluent - Sr. Product Manager (March 2019 - Present)**

Responsible for gathering customer insight, market trends, and user feedback and turning that information into workable solutions for a \$20M/year Enterprise Talent Acquisition SaaS solution.

- Launched a new Recruiting Product
- Created and managed 6, 12, and 18-month product roadmaps
- Moved development team to an agile development model
- Introduced a Pragmatic Marketing approach to ensure we were working on the most impactful enhancements
- Collaborated with Sales, Services, Marketing, Support, and Development to ensure the product strategy was consistently understood and applied

**LexisNexis (March 2011 to March 2019)**

Responsible for a \$30M/year Enterprise Legal Spend Management SaaS solution.

**Product Manager (March 2016 - March 2019)**

- Increased Net Promoter Score by 10 pts
- Averaged 5% annual revenue growth
- Reduced support costs by 20% by incorporating self-service capabilities
- Created and managed product roadmaps
- Led quarterly meetings with our Power User Group/Customer Advisory Board
- Conducted site visits with users of our software to better understand their work and needs as well as observing them perform their day-to-day work

**User Experience Lead (March 2011 - March 2016)**

- Increased customer satisfaction by 33% following a redesign of the interface
- Reduced need for development re-work by 50% by introducing user research to the development process

**BB&T - User Experience Lead (August 2003 to March 2011)**

Transformed a newly created User Experience Team into an integral component of design and development for BBT.com, Online Banking, and various online applications covering financial and insurance products and services.

**Education**

**Ph.D. in Cognitive Psychology**, Louisiana State University  
Ph.D. minor in Industrial & Organizational Psychology  
Main area of study was applied decision-making

**B.A. in Psychology**, University of Cincinnati - Graduated with High Honors

**Certifications /  
Skills**

- Pragmatic Marketing: Foundations, Focus, Build, Market, Launch, and Price
- Certified SCRUM Product Owner
- Mandel: The Extraordinary Presenter Training