

Professional Summary:

- Experienced Product Manager with 8 years of experience building complex software and digital products and services within complex B2B2C companies.
- Effective in building outcome- and value-driven cross-functional teams to deliver systems and products with higher levels of quality, higher margins, and fewer product papercuts.
- Cross-functional team leadership
- Agile product design, development, iteration
- Roadmap and backlog refinement in Jira
- Defining and refining Jira Epics and User Stories
- Defining and measuring business and customer outcomes
- Increasing customer insights, feedback loops
- Minimizing risks and maximizing opportunities
- Resolving gaps between strategy and execution
- Capturing customer problems, JTBDs
- Building rich relationships with customers and colleagues

Education

- Bachelor of Arts and Sciences with Departmental Honors. Indiana University at Bloomington, IN, 2011.
Honors in English Literature with Comparative Literature & History Minors; Journalism Certificate
- Diploma, School of English. University of Kent at Canterbury, UK, 2010
English & American Literature

Certifications:

- Certified Product Manager & Pragmatic Marketing Certified - Level III (PMC-III). Pragmatic Institute, 2019
- Certified PO/PM & Certified SAFe Agilist®. Scaled Agile, Inc., 2017
- Certified Associate in Project Management (CAPM)®. Project Management Institute (PMI)®, 2015

Technical Skills:

Proficient in Adobe, Microsoft, and Google suites, Jira, Lucid Charts, Google Analytics, Tableau, PowerBI, HTML5, CSS, and XML.

Professional Experience

Institute for Healthcare Improvement | Boston, MA
Product Manager

May 2019 – Aug 2020

Responsibilities:

- Hired to introduce product management and Agile principles and applications to the education division, a \$24M, 75+ product portfolio.
- Led product roadmap and prioritization for new products by partnering closely with cross-functional teams, market experts, and international stakeholders to test market opportunities.

Position eliminated due to COVID-19 business impact.

Product Delivery:

- Launched 6 new products with limited resources that either achieved revenue targets or minimized organizational risk by aligning opportunities and resources for quick wins over big bets.
- Delivered 2 global MVP products that grew customer accounts by 10% using customer journey driven marketing tactics and increased product margin potential (\$40K+ in savings a year per product) by using modular content creation methods that scaled regional content development.

Customer Relations & Insights:

- Increased frequency of customer feedback loops by as often as 9-month intervals, and built a culture of gathering and using qualitative and quantitative insights.
- Led gathering and sequencing of business and customer requirements for eLearning platform migration that shortening the timeline by 2 months, and allowed for a phased approach that mitigated customer fatigue, operational challenges, and negative revenue impact.

Pearson Education | Indianapolis, IN & Boston, MA**Apr 2012 – May 2019****Product Manager, Nov 2016 - May 2019****Associate Digital Editor, Mar 2013 – Nov 2016****Global Employability Coordinator, Mar 2015 – Feb 2016****Project Coordinator, Jul 2012 – Mar 2013****Intern, Apr 2012 – Jul 2012****Responsibilities:**

- Managed the product roadmap and backlog for 4 market-leading digital products for 600k+ Higher Education students and 24k+ educators, providing day-to-day leadership to stabilize the business and platform.

P&L:

- Reduced portfolio budget by 45%+ while increasing digital sales by 12% in 2 years. Total yield from portfolio was \$60M annually.

Customer Relations & Insights:

- Voice of the customer across the development lifecycle, working closely with customers, market experts, and engineering teams to incrementally design, test, and release new features, including a new and accessible product interface that reduced user time in application by 5-90 minutes per session, and support tickets by 35%+ year-over-year (~\$250K in annual cost savings).

Product Delivery:

- Assisted in promoting Agile product development mindset and best practices that improved alignment and prioritization of product roadmap, backlog, and release schedule, leading to 5/year releases from 2/year with customer facing release opt-in capabilities.
- Partnered with senior leadership, sales, market experts, and customers to develop and deploy a new end-to-end education platform solution that achieved 400% year-over-year revenue growth and won TrainingIndustry.com's Top Workforce Development Provider Awards from 2012-2014.
- Managed product development process and lifecycle (launch through retirement) for 85+ market leading digital education products, maintaining the \$1M development budget while accelerating development timelines by 6 months and improving quality assurance levels.
- Led a team of global and regional stakeholders to deliver an enterprise technology service for 12 South African college campuses, accomplishing key milestones that were overseen by executive leadership and regional stakeholders, a \$250K investment