

R. Michael (Mick) Hall

EXPERIENCE

Bath & Body Works, Reynoldsburg, OH

June 2019 – Present

Product Owner, Loyalty

- Establish and refine beta program product roadmap based on customer priorities and business values
- Partner with channel leads to support development of go-to-market release strategy, market strategy, and launch
- Define and communicate requirements to creative and development teams while keeping user needs top of mind
- Manage governance process to document, assess, prioritize, and deliver product and roadmap initiatives
- Keep current with emerging loyalty/digital marketing technologies, trends, and innovative solutions

EXPRESS, Columbus, OH

October 2015 – June 2019

Product Manager, eCommerce

- Identified new functionality gaps and generate new ideas to drive growth and/or increase customer experience
- Worked effectively with cross-functional teams to execute product strategy across multiple concurrent projects
- Translated product roadmap into detailed, prioritized requirements to facilitate buy-in with partners
- Supervised and guided 2 direct reports as well as dedicated development team of 6-10 people
- Assessed key competitors across website and mobile web experiences for opportunities

Project Manager, eCommerce

- Directed development and delivery of small and large, complex projects by applying project management skills, tools, and techniques to meet project requirements and expectations
- Collaborated cross-functionally and externally to effectively identify, track, and develop scope of work

Choice Hotels International, Rockville, MD

April 2012 – October 2015

Project Manager, Choice Privileges Operations

- Acted as Certified Scrum Product Owner and single point of contact for the loyalty program initiatives
- Developed strategy, prioritize, research define, and document business requirements for IT projects
- Coordinated with eCommerce teams (website, mobile, content, user experience) to design functionality enhancements to ensure positive user experience and successful Choice Privileges project execution
- Monitored implementations including assisting in quality assurance and testing plans and coordination with related departments, both business and technical, for internal projects
- Point of contact for the 10 international offices relating to Choice Privileges Reward Night reimbursements

Healthy Directions, LLC, Potomac, MD

September 2007 – April 2012

Application Support Analyst

- Served as the main point of contact for 100+ internal users of the order management system
- Identified, created, updated, and executed all regression test cases for new functionality in Ecometry
- Assisted in the design, delivery, and improvement of Ecometry training programs
- Discovered and communicated issues and technical glitches to Red Prairie and designated priority of issues regarding Ecometry to facilitate resolution in a timely manner

Marketing Manager – Campaign Reporting

- Maintained over 20 campaign results reports at a given time and manage and prioritize ad hoc report requests
- Developed new reports by managing the complete reporting lifecycle from needs assessment and requirements gathering to data presentation and report presentation

Marketing Operations Specialist

- Served as liaison between teams to negotiate priorities, identify needs, and troubleshoot discrepancies
- Trained new employees on the systems, processes, and regulations for the Marketing Campaign Setup team

TECHNICAL SKILLS

- SAFe 5.0 POPM certified and Certified Scrum Product Owner (CSPO)
- Experience with JIRA, Rally, Confluence, and SharePoint
- Knowledge in SQL, VBA, and Visio with quick aptitude to learn

EDUCATION AND HONORS

The Ohio State University, Fisher College of Business, Columbus, OH
Bachelor of Science in Business Administration, Concentration: Marketing; minor: Spanish

June 2007
GPA: 3.6/4.00