
SENIOR PRODUCT MANAGER with extensive experience driving product strategy, roadmap development, and cross-functional collaboration to deliver innovative and market-leading solutions across the SaaS industry. Dynamic professional adept at guiding teams to create and launch products that consistently fulfill key stakeholder needs. Dedicated leader leveraging unique team perspectives and strengths to maximize product value and achieve organizational goals.

AREAS OF EXPERTISE

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|----------------------------------|---------------------------------|-------------------------------------|
| ✓ Product Strategy & Roadmapping | ✓ Team Leadership & Development | ✓ Data-driven Decision Making |
| ✓ AI Strategy & Enablement | ✓ Product Lifecycle Management | ✓ Requirements Gathering |
| ✓ Cross-functional Collaboration | ✓ Go-to-Market (GTM) Strategy | ✓ User Insights & Customer Research |
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PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Backflip – Seattle, WA (Remote)

05/2024 – Current

Senior Product Manager

- Refined a more focused product vision and strategy, aligning leadership and setting the foundation for team restructuring into dedicated pods to drive key strategic initiatives and accelerate execution.
- Restructured the product roadmap to prioritize new user retention, achieving a 9% increase in Week 2 retention and driving sales engagement by showing the correlation between retention and loan volume.
- Led a dedicated cross-functional pod in identifying funnel opportunities and A/B testing 10+ enhancements, leading to +34% conversion (+26% loan applications with 10% less marketing spend).

Kasasa – Austin, TX

10/2017 – 02/2024

Senior Product Manager

09/2023 – 02/2024

- Guided a cross-functional team to create and launch four new product variations, achieving 75 sales within the first two quarters and \$1.2M in annual revenue.
- Steered product roadmap and eliminated backlog, coordinating the introduction of 60+ features and enhancements within strict deadlines.
- Partnered with the analytics team and leveraged crucial data to discover key account metrics and implement a new rewards program, increasing profitable account behaviors by 25%.

Product Manager

05/2021 – 08/2023

- Owned the strategy, roadmap, and feature design for FIRSTBranch, utilizing data insights to pinpoint support inefficiencies and directing a team of more than five engineers and designers to create innovative solutions; facilitated a 12% expansion in client usage and reduced support tickets by 10%.
- Developed a framework to standardize roadmap prioritization across product pods, aligning the executive team and key stakeholders on complex initiatives.

Senior Associate Product Manager

05/2019 – 05/2021

- Introduced several optimized internal tools and successfully reduced support costs by \$250K.
- Oversaw a critical platform migration of 600 clients to Kasasa's new SaaS platform.

Associate Product Manager

10/2017 – 05/2019

- Managed the development planning and execution of features within the Kasasa Rewards Platform.
- Created and implemented a standardized product requirements process, enhancing communication with stakeholder teams; provided mentorship and training to new product team members on utilizing the process.

Amazon Fulfillment – San Marcos, TX

06/2016 – 08/2017

Area Manager

- Led and motivated a 90-member team to become the top-performing shift in pack productivity, quality, and overall outbound efficiency at the benchmark Amazon site.
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EDUCATION

Bachelor of Science (BS), Industrial Management

Concentration Operations & Supply Chain Management

Purdue University

TECHNICAL SKILLS

Zapier | n8n | HubSpot | MixPanel | FullStory | Segment | Salesforce | Jira | Confluence | Salesforce Marketing Cloud | Figma | Microsoft Office Suite | LaunchDarkly | Trello | Poll Everywhere | Google Analytics | Pendo