

Guided by curiosity and an appreciation for diverse perspectives, I prioritize data-driven decisions to deliver products that matter. I believe that meaningful innovation stems from asking the right questions, listening deeply to customer needs, and continuously learning in order to improve product, client, and business outcomes.

## Professional Experience

### Product Lead Director

Willowtree, a Telus Digital Company, Durham, NC

October 2021-Present

Promoted from Senior to Director, I lead cross functional teams of engineers, designers, and researchers through 0-1 product builds and targeted improvement initiatives, while developing our product discipline through mentorship, management, and targeted programming.

### Program Leadership

- Management & Mentorship – Worked with 8+ junior to senior product leads, conducting performance reviews and providing personalized coaching, developing craft, and helping them grow within project assignments.
- Programming – Delivered continuing education content to our discipline centered around developing the craft of product delivery, client management, and how to run a project discovery.
- Hiring – I serve as a core member of our hiring team, where in addition to regularly evaluating candidates, I have revamped the structure of hiring stages and pushed for, analyzed, and updated guidance based on interview outcomes data.

### Client Portfolio

- **Brightline** / Product lead responsible for driving Brightline's digital transformation across their app and backend services.
  - Led a team of 14+ in executing 0-1 product transformation, including building a greenfield app experience, a new AWS abstraction layer (BFF), and consulting as Brightline completely reworked their operational service stack.
  - Collaborated with engineering, design, and research, pushing an ambitious development strategy while managing communication across IC, Director, and VP stakeholders.
  - Impact of the relaunched app includes a 70% decrease in time to book, 50% increase in app downloads, and 4x increase in bookings. Post launch, Brightline has experienced 20% month over month growth.
  - The app received recognition as a Webby Award Honoree, a Vega Award winner (Silver), is currently shortlisted for The Drum Awards, and has achieved over 13,000 ratings with a 4.9-star average in the Apple App Store.
- **Financial Services Client – Personal Wealth Management** / Led a team developing a new tier of financial wellness services
  - Personally sought out by a returning client to shape their 2024 digital strategy, partnering with research and conducting feasibility reviews before planning and executing a build iteration.
  - Built a new series of integrations for our client, streamlining user onboarding of financial data, integrating with payment processors to support debt management, and creating a novel approach to personal debt management visualization.
- **B2C Fitness Studio** / Product lead for a high-profile fitness studio in a ground-up build of their app and website experiences.
  - Led a team of 10+ engineers through discovery, planning, and development phases of the engagement.
  - Facilitated workshops with the client, driving clarity on core business objectives and the role of their digital footprint in achieving growth targets.
  - Championed a delivery strategy built around de-risking technology unknowns and protecting established revenue streams.
- **Internal Audit of Call Center Data** / Create a roadmap for improving data and reporting to inform business transformation
  - Conducted a detailed review of existing integrations between client call centers and internal reporting tools, creating visual representations of data flows and current architectural shortcomings to facilitate decision making with VP stakeholders.
  - Outlined an infrastructure improvement roadmap focused on fast time to value for improving key metrics at the heart of business transformation objectives, with limited operational overhead.

### Provider Product Owner/Business Systems Analyst

Blue Cross NC, Durham, NC

October 2020-October 2021

- Brought visibility and clarity to Provider Data Management (PDM) roadmap/project goals with an operating budget of +\$3.5mil.
- Partnered with Scrum Master to guide our development team through multiple transitions and organizational changes. Team velocity on tracked and completed work double in a period of 8 months.
- Composed stories and organized development backlog to align work with business priority and technical dependencies.
- Coached development team on the demo process, shifting presentations from pure technical conversations to focusing on how client problems are solved.
- Introduced 2-week sprint reports for both the team and stakeholders, highlighting sprint accomplishments, roadblocks & resolutions, product area news and updates, and special topics to contextualize the work delivered.
- Worked with a cross-functional team to define and deliver a MVP version of a re-credentialing management workflow tool.

## Consultant

Public Consulting Group, Raleigh, NC

May 2011-October 2021

During my time at Public Consulting Group I received 3 promotions, won the proven results award (a top 1% recognition), and was retained as a contractor following my move to BCNC to support initiatives in client management strategy and core page redesigns.

## Product Management

- Appointed state product lead for PCG's integrated services case management offerings for North Carolina (NC) in the Summer of 2020, coordinating business development, client onboarding and retention, and product development activities.
- Appointed state product owner in the Fall of 2019, managing development prioritization and backlog, implementing 2-week sprint delivery, guiding requirements gathering/story grooming, overseeing UAT, and driving implementations for PCG's NC projects whose total annual value exceeds \$6.7m.
- Appointed national EDPlan Health product lead in Spring 2019, with a focus on lead generation and product growth. Accomplished standardization of client onboarding processes, defining offering roadmap, and stood up several new clients.
- Collaborated daily with development and QA resources in the US, India, and Poland to complete project deliverables.
- Led the development and delivery of SaaS implementations, appointed team innovation lead, and created a new templating approach to system design. In one example, this reduced development effort from +110 forms to 3 without reducing scope.
- Sought out as a lead trainer, developing content and training approaches to support high-value client implementations.

## Project and Team Management

- Created a new delivery protocol for all NC-based innovation projects, focused on standardizing implementation processes for all service areas and coaching team members on combining data with a compelling story to communicate project value.
- Achieved 100% retention of existing client contracts valued at +\$1.5m/yr while implementing a statewide replacement valued at +\$2m/yr.
- Partnered with state agencies to implement a custom special education (EC) platform, guiding revisions to state policy/forms, system design, field communications, contract requirements, and development.
- Responsible for directly managing implementation teams, developers, senior leadership, and 15+ clients across 6 service areas in a highly visible role. Clients include state/LEA directors/administrators, NCDPI technical leads, and policy experts. Project management activities include driving working sessions and status update meetings, managing project deliverables and resources against a project plan, filling the role of system SME, escalating project concerns, and both identifying and resolving project roadblocks.
- Led a dispersed team of +12 consultants, business analysts, project specialists, and contractors in fulfilling all project life cycle requirements, including: business development, system development, product delivery, training and support, and federal compliance reporting.

## Sales

- Served as state product owner, subject matter expert, and sales lead for PCG's NC EC product line, expanding the scope of served EC students from ~55% to 100% through district sales and a successful +\$2m/year statewide bid.
- Became the public face and company representative for a statewide EC project, leading multiple keynote presentations, prospecting new and existing clients, working conferences, selectively engaging with key clients, and driving early adoption.
- Actively engaged with large district and state clients at the Director and Superintendents' office level as a content expert to bolster client knowledge of product offerings, demo integrated services, and expand scopes of service.
- Developed a true cost pricing framework, standardizing the sales and profit evaluation process while expediting time to close
- Closed new custom and OOTB SaaS offerings valued at +\$90k in annual revenue while implementing a separate statewide system.
- Closed and developed a \$52k/year service offering for a strategic client, expanded to 4 additional clients in a single year.

## Education & Credentials

### Bachelor of Arts in Sociology, Bachelor of Arts in Religious Studies (*Summa Cum Laude*)

North Carolina State University, Raleigh, NC

December 2012

### Certified Scrum Product Owner (CSPO)

Scrum Alliance

July 2020

## Notable Skills

- Productivity:** Atlassian suite, Figma/Figjam, Postman, Proxyman, Lucidchart, SAP Business Objects, Insightly, Clarity
- Integration experience includes:** S3 Passenger, Mindbody Online, Plaid, WorldPay, MethodFi, Contentful, Adobe CDP, ChatGPT
- Interpersonal:** Client relationship management, team development and leadership, product discovery, client workshops, report interpretation, implementation strategy, public speaking & presentations, proposal & contract writing