
Product Manager

Track record of execution of product strategy and leading innovation in B2B, Mobile, and Digital Technology.

Results-focused Product Manager with extensive experience in driving requirements and strategizing initiatives for development to optimize efficiency and deliver customized solutions. Skilled in delivering projects within tight deadlines and budgets by leveraging an expertise in process mapping, user research, and requirements design. Accomplished in taking projects from concept to launch using scrum and agile methodologies. Credited with a strong ability to identify trends and develop competitive strategies for execution.

- Data Flow Diagrams
- Stakeholder/Vendor Relations
- Impact Assessment
- Budget Oversight
- Policy & Procedure Development
- Scaled Frameworks
- Influencing Vision
- Product & Feature Development
- Data Analysis & Reporting
- Requirements Gathering
- User Centered Design
- Market & User Research

Key Accomplishments

- Created a mobile app to drive user engagement and increased visibility for the business (XPO, 2017).
- Created a customer and carrier portal to provide transparency to make better business decisions while partnering with the business (XPO, 2016-2017).
- Created a travel and expense app to increase automation and reporting that was white labeled for a partner company (Verian Mobile App, 2015).
- Significantly improved our user experience and adoption by replacing the existing UI stack of a platform for a more modernized UI using Bootstrap, jQuery, HTML5, and CSS3 while working alongside a team of three in one quarter (Verian, 2014).

Professional Experience

XPO LOGISTICS, Charlotte, NC

PRODUCT MANAGER (2015 – Present)

Partnering with business operations to achieve strategic initiatives for the \$1B line of business by leading a team of five software developers and QA engineers through agile development process by driving requirements and bridging communication from within the team to clients and stakeholders. Scope requires detailed analysis of the competitor environment and data to develop effective strategies to stretch resources, define features, and schedule delivery. Achieve results by negotiating costs and executing plans with complete financial responsibility over budgets up to \$200K and ROIs up to \$2M for the \$15B organization that is #151 on Forbes.

- Improve operations by developing tracking tools, evaluating data, and outlining roadmaps for success in driving the vision, strategic goals, objectives, and release action plans within resources and timelines.
- Strengthen technology strategies by defining requirements for the products and collaborating closely with engineers and designers on feature definition and Business and Sales teams during software demonstrations and webinars.
- Leverage an understanding of trends and organizational strengths, weaknesses, opportunities, and threats to accurately develop clearly defined benchmarks to execute the product life cycle development plan.
- Shift the focus to continuous innovation by analyzing problems from multiple angles to create functional requirements, user stories, wireframes, test cases, and user guides.
- Translate business requirements into software requirement specifications, applying qualitative and quantitative research methods from design through post release to ensure product aligns with customer expectations.
- Facilitates Agile ceremonies, specifically Standups, Sprint Planning, Backlog Grooming, Sprint Retro and Sprint Review/Demo sessions for the teams.

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VERIAN, Fort Mill, SC

PRODUCT MANAGER (2014 – 2015)

Navigated the complexities of leading the team in delivering customized products by communicating and documenting the vision and scope of the product development plan. Led a team of four employees in executing multiple projects by quickly resolving operational issues of employees, logistics, service, and response to critical development issues. Managed the \$100K budget and reported to the VP of Product Strategy directly.

- Balanced the needs of multiple players, serving as a communications center and mediator of conflicting interests between stakeholders including the development team, sales, marketing, and each valued end user customer.
- Prioritized customer problems to rapidly resolve issues while also tracking key business metrics for product (including P&L), with accountability for agreed targets.
- Impacted product direction with comprehensive reports, abstracts, dashboards, and charts to highlight research/data results and guide product features in alignment with client initiatives and deliverables.
- Reduced development time and costs using clearly outlined assumptions and constraints, WBS, external communication, delivery strategies, issue management, resource plans, budgets and follow-up.
- Increased transparency into current positioning by tracking matrixes and key performance metrics in reports to monitor deviations from targets, resulting in proactive realignment and clear oversight for C-level executives.
- Minimized escaped defects in development by administering testing plans, product reviews, and feedback sessions related to application functionality and design.
- Enhanced product delivery results by creating clear user manuals, training end-users, and providing help desk support that resulted in improved client satisfaction and quick resolution of issues.

VERIAN, Fort Mill, SC

BUSINESS QA ANALYST (2013 – 2014)

Advanced QA initiatives while serving as a key member of the Research and Development team for a web-based purchase-to-pay suite broad and flexible enough to automate more types of spending than any other product on the market.

- Participated in the full cycle of enterprise software development, managing development and maintenance of test tools and automation scripts, compiling and reporting on project test status, and investigating production issues.
- Integrated complex project management tactics to achieve initiatives by analyzing operations using tools to continually improve quality and usability of components through an Agile development process.
- Acted as a liaison between product management and development teams, constructing system requirement specification documents, release notes, and software testing methodologies to meet functional specifications.
- Designed, documented, validated, and gained approval for test plans and test deliverables; liaised with software vendors to implement and document installation procedures.

QUALITECH SOLUTIONS, INC, Charlotte, NC

BUSINESS QA ANALYST (2008 – 2013)

Helped position the product for the future by designing testing requirements with a focus on future development needs. Prepared test cases, business process models, case diagrams, implementations and on-site training.

- Advanced quality assurance in operations by identifying inefficiencies and formulating changes to the standard of operating procedures and templates to derive and execute action plans and meet deadlines.
- Pushed projects through the pipeline by managing all phases of planning and deliverables, resulting in process consistency for providing quality assurance and developing testing efforts for all software suites in SDLC.
- Served as an “information resource,” communicating with SMEs to prepare Business Process Requirement (BPR) documents for new implementations and ongoing projects.
- Boosted results by creating test cases and test scripts, compiling appropriate test cases for User Acceptance Testing (UAT) and inclusion in the Software Test Plan (STP) for every major, minor, or patch release.

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SPRINT NEXTEL, QA ANALYST, CHARLOTTE, NC (2006 – 2008)

Education

Associate of Arts, *Central Piedmont Community College, Charlotte, NC*

Certifications

- Pragmatic Marketing, *PMC-III*
- Certified Scrum Master, *Scrum Alliance*, Expected 2018
- Certificate of Social Media Marketing, *SO ME Academy*