

SUMMARY

Experienced product leader focused on iteratively building great products, leading agile teams, and teaching design thinking methodologies. Clients have included: Caterpillar, Tyson Foods, Discover, Thrivent Financial, and various startups and VCs.

SKILLS

PRODUCT MANAGEMENT: Roadmap Management, Rapid Prototyping, Acceptance Testing, SCRUM Master, Dual-Track Agile

PRODUCT STRATEGY: Google Design Sprint, Business Model Generation, User Research, Design Thinking Methodologies, Discovery Workshops

EDUCATION

NORTHWESTERN UNIVERSITY

M.S. Product Design and Development Management

VANGUARD UNIVERSITY

B.A. Communication

EMPLOYMENT

PRD MGR

Founder & Product Consultant

2018 to Current

- Led client projects and teams to develop web and mobile products using agile methodologies
- Implemented product management processes and frameworks for clients
- Led design thinking workshops and trained client product teams
- Conducted UX research to identify unmet needs and product priorities

TABLE XI

Product Strategist

2017 to 2018

- Partnered with clients to build and launch complex, custom-built web and mobile products with budgets ranging from \$50k to \$850k
- Managed cross-functional, distributed agile teams (designers, developers, researchers)
- Facilitated Design Sprints, business canvas modeling and other discovery workshops to determine business value, behavioral targeting, market fit and product roadmap

AFFINITYX

Product Manager

2015 to 2017

- Launched national sales portal product to support sales executives with branded resources.
- Developed advertising assets (HTML5 ads, landing pages, websites, videos) for sales portal and teams.

GOOGLE

Program Manager, Local Guides

2013 to 2015

- Launched and managed Local Guides, a Google Maps product that gamifies users to share reviews, ratings, photos, and other insights.
- Led UX research and trusted tester programs to improve Google Maps and Google+ features.

ASSOCIATION FORUM OF CHICAGOLAND

Digital Marketing Manager

2010 to 2013

- Led digital marketing efforts including management of website, mobile apps, email, and social media.

FIRM58

Product Marketing Manager

2008 to 2010

- Led marketing initiatives for new product development team.