

## EXPERIENCE

### LEAD PRODUCT MANAGER | 2020 - PRESENT

#### *IBM Watson Assistant (Analytics & Improve) - Austin, TX*

- + Lead product manager over all analytics and automated improvement features for customers of Watson Assistant (chatbots)
- + Responsible for strategy, vision, roadmap and all OKRs driving adoption and differentiation of analytics
- + Lead multiple squads spanning core analytic functionality as well as 5+ improvement features aimed at reducing the required technical expertise and manual effort to improve key business metrics customers see as essential to their chatbot's success

### SENIOR PRODUCT MANAGER | 2018 - 2020

#### *IBM Integration Portfolio (Digital & Go to Market) - Austin, TX*

- + New initiative focused driving digital revenue across multiple billion-dollar product lines. Working with product, marketing, and sales teams in cross-functional roles to improve the digital experience and ensure the go to market strategy is clear and properly emphasizes value props and differentiation we have in the market
- + 2018 resulted in digital revenue of \$9M+ across products I was directly responsible for.
- + Led initiative responsible for change in sales team structure resulting in over \$3M in additional revenue
- + For 2019, scope increased lead team responsible for \$50M+ in digital revenue targets. YTD (April) has resulted in 149% increase in revenue YoY

### PRODUCT MANAGER | 2016 - 2018

#### *IBM Cloud (Growth & Analytics) - Austin, TX*

##### Foundational:

- + Continued to improve our Cloud Registration and Paywall (Credit Card form) experiences. This included removing unnecessary fields, improving form validation, auto-filling fields, increasing security checks to thwart automated fraud attempts, eliminating avoidable steps between completing registration and landing in the platform, setting up automated end-to-end testing to catch any system failures immediately, and ensuring downstream data flows were getting to appropriate places (sales, marketing, and product teams). The work resulted in a conversion improvement of over 200% (9% to 30% & 5% to 17% respectively). All improvements were driven through A/B testing to quickly validate hypotheses

##### Context and Guidance:

- + Led a design and development team in building a new digital ordering experience for our Virtual Servers. The work was strategic in unifying our IaaS and PaaS services into a single platform with a single and clear messaging strategy behind it. Revenue had been declining YoY and in reviewing analytics, it was found that we had significant customer drop-off when going through the ordering experience. We rolled out the new experience in an A/B test. Preliminary results show a 350% improvement in ordering conversion through our digital platform
- + Scoped and kicked off work aimed at assisting users through the getting started experience. In analyzing our platform data, it became apparent that there was a huge gap between users registering and actually using our services in a productive manner. Resulted in the creation of Starter Kit solutions

##### Analytics:

- + Cloud Optimizely Program Manager focused on spreading the mindset of quickly validating ideas and hypotheses through A/B testing. Responsibilities included enablement and training, scaling a system whereby quick iteration and quality could be maintained, managing access control, working through ideas and concepts to ensure we were driving measurable & result-driven tests

## EDUCATION

### MASTER OF PRODUCT INNOVATION | 2016

- + Da Vinci Center for Innovation | Virginia Commonwealth University

### BACHELOR OF SCIENCE IN SOCIOLOGY | 2011

- + Minor in Business and Psychology | Virginia Commonwealth University

## SKILL SET

Iterative Product Development, Data Analysis, Agile Methodologies, A/B Testing, Communication Strategy, User Testing, Project Management, HTML, CSS, Adobe Creative Suite, NPS, Amplitude, Sketch, MS Office