

# Tyler Banerjee

## Vice President, Digital Product Management

📞 (704) 555-3927 ✉ tyler.banerjee@example.com

🌐 linkedin.com/example/tylerbanerjee 📍 Charlotte, NC 28202

### STRENGTHS

- 👥 **Customer centered discovery**  
Customer interviews and service themes turned vague friction into practical roadmap choices. Teams gained clearer problems worth solving.
- 🎯 **Clear product direction**  
Roadmap discussions became easier after complex tradeoffs were framed around customer value, risk, cost, and measurable outcomes.
- 🧩 **Cross functional influence**  
Design, analytics, technology, operations, and risk partners found shared ground through concise decisions and visible dependencies.
- ♥️ **Evidence based iteration**  
Post launch metrics and customer feedback guided follow up work. A quiet signal often revealed the best next improvement.
- 🗣️ **Executive communication**  
Senior leaders received direct recommendations, useful context, and honest tradeoffs. That clarity supported faster investment decisions.

### SKILLS

|                          |                         |
|--------------------------|-------------------------|
| <u>Product strategy</u>  | <u>Product vision</u>   |
| <u>Digital servicing</u> | <u>Self service</u>     |
| <u>Consumer finance</u>  | <u>Onboarding</u>       |
| <u>Account setup</u>     | <u>Issue resolution</u> |
| <u>Account security</u>  |                         |
| <u>Product roadmaps</u>  |                         |
| <u>Product backlog</u>   | <u>Discovery</u>        |
| <u>Market research</u>   |                         |
| <u>Customer research</u> | <u>Data analytics</u>   |

### SUMMARY

Product management leader with 10 years building digital **consumer financial products** across **onboarding, account setup, self service**, issue resolution, and account security. Leads strategy, discovery, market research, roadmap development, backlog prioritization, requirements definition, launches, experimentation, and value management across complex customer journeys. Translates enterprise objectives into team goals and turns ambiguous customer or business problems into clear priorities with measurable outcomes. Partners closely with Design & Content, Data & Analytics, Technology, operations, risk, and line of business leaders in highly matrixed organizations. Defines measures for cost, functionality, risk posture, reliability, call volume, and digital servicing adoption. Communicates product direction clearly across technical, business, and executive audiences, helping teams deliver useful digital experiences and stronger customer confidence.

### EXPERIENCE

#### Vice President, Digital Product Management

Meridian National Bank 📅 March 2023 - Present 📍 Charlotte, NC

Leads **digital servicing** strategy for consumer deposit and card journeys across web and mobile channels. Guides roadmap decisions, discovery, experimentation, and stakeholder alignment while connecting customer value with cost, risk, reliability, and operational outcomes.

- Led servicing strategy across web and mobile, connecting account journeys with **self service** support.
- Translated enterprise goals into roadmap themes balancing customer value, operational cost, and **risk posture**.
- Framed opportunities through customer research, **service** call themes, behavioral data, and market findings.
- Sequenced backlog priorities into clear requirements Technology teams could deliver and measure.
- Reviewed **experiments** and metrics, prioritizing enhancements for servicing adoption, contact reduction, and **reliability**.
- Influenced operations, risk, technology, and channel leaders through clear tradeoff recommendations.

#### Senior Product Manager, Digital Servicing

Crescent Financial Group 📅 June 2020 - February 2023 📍 Raleigh, NC

Managed digital self service products for consumer banking customers, linking mobile and online service journeys with business priorities. Directed discovery, requirements, measurement, release readiness, and post launch **iteration** with designers, analysts, engineers, and operations partners.

- Managed **self service** products connecting **mobile** and online banking experiences for consumer customers.
- Built roadmaps from customer research, analytics, operational pain points, and business objectives.
- Led **discovery** and **requirements definition** for secure digital resolution of common account needs.
- Partnered with designers, analysts, engineers, and **operations** on measurable release experiences.
- Evaluated usage, feedback, reliability, and service contacts after launches, then prioritized improvements.
- Presented roadmap decisions and experiment findings in language accessible to technical and business leaders.

#### Product Manager, Digital Banking

Piedmont Digital Credit Union 📅 August 2018 - May 2020 📍 Greensboro, NC

LANGUAGES



MY CAREER



- Vice President, Digital Product Management at Meridian National Bank (3.5 Years)
- Senior Product Manager, Digital Servicing at Crescent Financial Group (2.7 Years)
- Product Manager, Digital Banking at Piedmont Digital Credit Union (1.8 Years)
- Associate Product Manager, Digital Payments at Blue Ridge Payments (1.8 Years)

Owned mobile and online banking experiences for account access, onboarding, transaction support, and routine service needs. Connected customer research, requirements, analytics, launch readiness, and post release learning across technology, operations, compliance, and member support.

- Owned mobile and online experiences for **onboarding**, account access, transactions, and customer service.
- Clarified product problems through customer interviews and competitive research before assigning engineering capacity.
- Converted concepts into requirements, acceptance criteria, backlog items, and release goals.
- Defined adoption, completion, reliability, and **service** measures for consistent post release evaluation.
- Coordinated **launch** readiness across **technology**, operations, compliance, and member support teams.
- Used analytics and qualitative feedback to recommend roadmap changes when behavior differed from assumptions.

Associate Product Manager, Digital Payments

Blue Ridge Payments 📅 September 2016 - July 2018 📍 Durham, NC

Supported digital account and payment products through customer research, backlog management, release preparation, experiment analysis, and stakeholder communication. Helped establish consistent product practices across design, engineering, testing, and concurrent delivery initiatives.

- Organized customer feedback, operational requests, and market findings into structured product opportunities.
- Maintained backlog detail and release documentation for **web** based servicing features.
- Prepared **feature** usage and support contact analysis that exposed recurring account management friction.
- Coordinated design reviews, engineering clarifications, testing readiness, and launch communications.
- Documented experiment results and customer feedback for follow up enhancement decisions.
- Maintained decision records, roadmap materials, and stakeholder updates across concurrent initiatives.

PROJECTS

Digital Servicing Ratio Improvement 📅 2024

Small service moments shape customer trust. Combined journey research, behavioral data, and contact themes into roadmap priorities for stronger self service adoption and fewer avoidable calls.

Secure Account Resolution Experience 📅 2022

Security should support progress, not stop it. Shaped requirements and success measures for digital issue resolution across account access, profile maintenance, and servicing workflows.

LEADERSHIP & AWARDS

- Peer Mentor, Financial Services Product Leaders Forum, 2024
- Program Volunteer, Digital Product Management Roundtable, 2023
- Pragmatic Institute Product Management Certification, 2022

EDUCATION

Master of Business Administration

University of North Carolina at Charlotte 🎓 GPA: 4.0 📅 2020 📍 Charlotte, NC

**Coursework:** Product strategy, data analytics, financial management, organizational leadership

Bachelor of Science in Business Administration

University of North Carolina at Greensboro 🎓 GPA: 4.0 📅 2016 📍 Greensboro, NC

**Coursework:** Marketing research, operations management, business analytics, organizational behavior

## CERTIFICATIONS

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- Pragmatic Institute Product Management Certification 📅 2022
- Pragmatic Institute Foundations Certification 📅 2022

## TECHNICAL SKILLS

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- **Product Management:** Product strategy, product vision, value management
- **Product Lifecycle:** Discovery, ideation, strategic development
- **Roadmap Planning:** Product roadmaps, backlog prioritization, release goals
- **Research Methods:** Market research, customer research, competitive research
- **Analytics Methods:** Data analytics, product metrics, behavioral data
- **Experimentation:** A B testing, experiment analysis, feature evaluation
- **Digital Banking:** Consumer banking, account setup, digital servicing
- **Customer Service:** Self service, issue resolution, call volume reduction
- **Risk And Reliability:** Risk posture, account security, reliability
- **Collaboration Tools:** Design partnership, analytics partnership, technology partnership

## PROFESSIONAL AFFILIATIONS

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- Financial Services Product Leaders Forum, Peer Mentor, 2024 - Present
- Digital Product Management Roundtable, Program Volunteer, 2023 - Present

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST