

Tyler Banerjee

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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

March 2023 - Present

Meridian National Bank

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

June 2020 - February 2023

Crescent Financial Group

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

August 2018 - May 2020

Piedmont Digital Credit Union

Greensboro, NC

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

September 2016 - July 2018

Blue Ridge Payments

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

2020

University of North Carolina at Charlotte GPA: 4.0

Charlotte, NC

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

Bachelor of Science in Business Administration

2016

University of North Carolina at Greensboro GPA: 4.0

Greensboro, NC

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

CERTIFICATIONS

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

TECHNICAL SKILLS

- **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

SKILLS

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

PROFESSIONAL AFFILIATIONS

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

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST