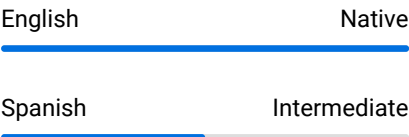


LANGUAGES



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)

Product Manager, Digital Banking

Piedmont Digital Credit Union 📅 August 2018 - May 2020 📍 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

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

- 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

PROFESSIONAL AFFILIATIONS

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

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST