

# Lynn Burke Roland

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Product leader who loves bringing big ideas to life through meaningful experiences. Known for turning vision into action, building strong teams, and using data to uncover new opportunities. I'm passionate about bringing great ideas to life by simplifying complexity, embracing innovation, and helping teams create products people love to use.

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A/B Testing	Budget Management	Data & Analytics	Personalization	Scaling Teams
Agile Methodologies	CMSs	Digital Transformation	Product Design	Strategy Development
AI & LLMs	DAM Systems	Market Research	Roadmap Development	User Research

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## EXPERIENCE

### The Metropolitan Museum of Art

June 2021 - Present

#### Head of Product

- Lead a multidisciplinary team of Product and Project Managers, UX Designers and Researchers, and Data Analysts to enhance digital product strategy and user experience.
- Define and oversee the execution of the product roadmap, aligning cross-functional teams to institutional objectives.
- Advocate for data-driven decision-making, leveraging analytics and user research to drive product improvements.
- Drive organizational alignment on digital transformation initiatives.

#### Key Achievements

- Launched the first comprehensive set of audience personas for the museum, facilitating alignment and cohesion across the institution.
- Led the migration of metmuseum.org from a 15-year-old content management system to a modern headless content management system hosted on the cloud, improving performance and uptime.

March 2019 - June 2021

#### Group Product Manager

- Defined product vision and strategy for metmuseum.org and onsite digital experiences.
- Supervised and mentored a team of three Product Managers in an in-person, remote, and hybrid capacity.
- Aligned strategic vision with day-to-day execution to achieve quarterly objectives.
- Championed a culture of continuous improvement, enhancing team collaboration and efficiency.

#### Key Achievements

- Directed team in proactively launching digital-first exhibition experiences to enhance visitor safety and support paper-free, socially distant visits post-pandemic.
- Led digital consolidation strategy, sunsetting underperforming microsites, migrating key content to metmuseum.org, and implementing product lifecycle management for ongoing optimization.

July 2017 - March 2019

#### Senior Product Manager

- Led product strategy for The Met's highest-traffic web experiences, search and discovery, content management platform, and audience growth initiatives.
- Acted as the primary liaison between leadership, revenue teams, and stakeholders to drive user-first initiatives.
- Utilized analytics and research to inform strategic decisions and optimize content discovery.

#### Key Achievements

- Introduced data-driven A/B testing, optimizing user engagement and finding opportunities for revenue increases.
- Launched a new search experience that increased website satisfaction scores.
- Reduced time to publish content through CMS optimizations and process improvements.

## EXPERIENCE

### Viacom

January 2017 - July 2017

#### Senior Product Manager

- Led product development for web experiences across MTV, Comedy Central, VHI, Spike, Logo, CMT, and TV Land.
- Translated customer insights into actionable strategies to boost engagement and monetization.
- Defined and executed product roadmaps in collaboration with marketing, design, and engineering teams.

#### Key Achievements

- Launched new data-driven MTVU website, increasing site visits by 74%.
- Developed “Up Next” video recommendation engine, driving higher views per session.
- Standardized components across networks, accelerating delivery and improving consistency across sites.

December 2015 - January 2017

#### Product Manager

- Owned search and discovery experiences across Viacom network websites.
- Identified trends, conducted market research, and prioritized feature development.
- Leveraged user insights to optimize content discovery and navigation.

#### Key Achievements

- Drove 15% lift in conversion rates by launching improved search experience across network sites.
- Led development for *Key & Peele* Archive with interactive dictionary and shareable collections of memes, GIFs, and sound bites.

November 2014 - December 2015

#### Producer, Comedy Central

- Managed Comedy Central website and network app across multiple platforms.
- Created and maintained procedural documentation and style guides.
- Hired, trained, and led a team of three direct reports.

#### Key Achievements

- Developed production documentation that streamlined troubleshooting and publishing.
- Leveraged data insights to guide programming decisions and increase content consumption across platforms.

December 2013 - November 2014

#### Production Coordinator, Comedy Central

- Produced content for Comedy Central apps on iOS, Android, Roku, and other platforms.
- Performed comprehensive QA testing and bug reporting for the Product group.

#### Key Achievements

- Played a key role in launching Comedy Central’s first app, including testing, programming, and production support.

January 2013 - November 2013

#### Associate Product Manager/Production Assistant

- Programmed content for Zeebox’s second-screen app for Comedy Central, Spike, and TV Land.
- Collaborated on content strategy, created wireframes, user stories, and product specs for custom widgets, and managed CMS platforms.

#### Key Achievements

- Drove audience engagement on social platforms from second-screen app through widgets with shareable memes.

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## EDUCATION & CERTIFICATES

Master’s Degree—New York University, Interactive Telecommunications Program, 2012

Bachelor of Science (Honors)—New York University, Media, Culture, and Communication, 2010

Certificate of Executive Education—Leadership Essentials, Columbia Business School, 2019

Certified Scrum Product Owner (CSPO)—Scrum Alliance