

Lynn Burke Roland

(917) 783-0567
itslynnburke@gmail.com

Product leader passionate about crafting impactful, user-centric experiences. Skilled in defining strategy, scaling teams, and driving data-informed growth. Energized by innovation, cross-functional collaboration, and leveraging analytics to create meaningful solutions.

EXPERIENCE

The Metropolitan Museum of Art, New York

Head of Product

JUNE 2021 - PRESENT

- 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.

Group Product Manager

MARCH 2019 - JUNE 2021

- Defined product vision for metmuseum.org and onsite digital experiences.
- Supervised and mentored a team of three Product Managers.
- Balanced strategy and execution to drive quarterly objectives.
- Championed a culture of continuous improvement, enhancing team collaboration and efficiency.

Key Achievements:

- Spearheaded a dual-path strategy for the Digital Department, emphasizing alignment around audiences.
- Led initiatives that drove a 31% traffic increase to The Met's website.

Senior Product Manager

JULY 2017 - MARCH 2019

- Owned all content-driven areas of The Met's website, search and discovery features, and the content management system.
- 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.

SKILLS

A/B Testing
Agile
AI & LLMs
Budget Management
Digital Transformation
Personalization
Roadmap Development
Scaling Teams
Strategic Thinking
User Research & Analytics

CERTIFICATIONS

Columbia Business School

Executive Education,
Leadership Essentials

Scrum Alliance

Certified Scrum Product
Owner (CSPO)

EDUCATION

New York University

Master's degree

Interactive

Telecommunications

Program

2010 - 2012

New York University

Bachelor's degree

*Media, Culture, and
Communication*

2007 - 2010

Viacom, New York

Senior Product Manager

JANUARY 2017 - JULY 2017

- Led product development for web experiences across MTV, Comedy Central, VH1, 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%.

Product Manager

DECEMBER 2015 - JANUARY 2017

- Owned search and discovery experiences across Viacom network websites.
- Identified trends, conducted market research, and prioritized feature development.

Key Achievements:

- Launched an improved search experience, increasing conversion rates by 15% across network sites.

Comedy Central, New York

Producer

NOVEMBER 2014 - DECEMBER 2015

- 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.

Production Coordinator

NOVEMBER 2013 - NOVEMBER 2014

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

Key Achievements:

- Contributed to the launch of Comedy Central's first app in April 2014.

Viacom, New York

Associate Product Manager/Production Assistant

JANUARY 2013 - NOVEMBER 2013

- 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:

- Launched widgets with shareable memes, boosting social engagement.