

## Product Leader | Enterprise Solutions | Strategy & Digital Transformation

Strategic Product Manager and Transformation Leader with a background in Product Design, specializing in bridging complex business requirements and technical execution. Experience in orchestrating the end-to-end delivery for zero-to-one enterprise solutions that have driven \$250M+ in incremental revenue. Recognized for navigating ambiguous environments and building cross-functional alignment between finance, engineering, and business domains to deliver high-impact organizational change.

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### Product Manager (Lead Product Designer) | Lowe's | March 2023 – February 2026

- **Finance Transformation:** Spearheaded strategic initiatives for an enterprise promotion reinvention platform, generating \$250M in projected incremental revenue over 3 years.
- **Legacy System Migration:** Reduced tool fragmentation by 80% and sunset 15+ legacy systems by owning the end-to-end, zero-to-one vision for a unified Enterprise Promotional suite.
- **Change Management:** Led onboarding and user acceptance for 300+ Buyers to a new offer creation ecosystem, achieving a 98% adoption rate for high stakes events (Black Friday/Cyber Monday 2025).
- **Process Automation:** Accelerated operational efficiency from days to minutes by designing automated workflows that transformed high-volume offer creation processes.
- **Stakeholder Engagement:** Orchestrated cross-functional initiatives across 12+ workstreams (Marketing, Analytics, Finance, and Engineering), collaborated with partners to create Business Requirement Documents (BRDs) and a unified roadmap to resolve siloed problem solving and de-risk global projects.
- **Building Requirements:** Translated complex business needs into Product Requirement Documents (PRDs) with Engineering partners, directed MVP scope for 12+ iterative prototypes and established new ways of working across multiple scrum teams to ensure seamless communication and on-time product releases.
- **Intelligent Automation:** Leveraged AI-integrated workflows to accelerate the transition from complex regulatory requirements to production-ready solutions, significantly reducing lead times for data infrastructure deployment.
- **Monitoring & KPI Tracking:** Defined core and North Star KPIs to measure system performance and drive continuous improvement across iterative software releases.

## Product Manager (Product Designer) | Uplevel | October 2020 – January 2023

- **Product Transformation:** Secured \$20M Series A funding by leading a platform transformation from a static CMS to a fully interactive, data-driven SaaS product.
- **Strategic Growth & Scaling:** Drove 10% month over month sales growth for 8 consecutive months through process centric improvements and strategic product pivots.
- **Gathering Insights:** Led comprehensive user research and stakeholder interviews to define core business requirements, validate strategy, and guide cross functional consensus.
- **Go to Market Delivery:** Partnered with C-Suite and Marketing to execute successful market launches with Agile methodologies and tight deadlines.

## Consultant (UX Designer) | Third and Grove | MT Sobek | Qured | May 2018 – July 2021

- **Strategic Delivery:** Defined digital product strategies for diverse enterprise clients, delivering scalable web experiences aligned with specific business KPIs and financial goals.
  - **End to End Project Lifecycle:** Managed the full project lifecycle, from initial concept and requirement gathering to high fidelity prototyping and final developer QA/UAT.
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## Core Competencies

- Strategy: Product vision & roadmap, MVP definition, design systems, SaaS transformation.
- Execution: Rapid prototyping (AI-integrated), user research (A/B testing), Agile methodologies.
- Strategic Alignment & Influence: Mentorship & coaching, stakeholder management, cross-functional alignment.

## Education & Certificates

- Bachelor of Science in Management – Arizona State University
- Digital Leadership Certificate – Cornell Online
- Design Thinking and Innovation Certificate – Harvard Business School Online