

Amy Gryder

Saint Louis, MO | ajgryder@gmail.com | [linkedin.com/in/amygryder](https://www.linkedin.com/in/amygryder)

Executive Summary

Dynamic enterprise product executive with over 15 years leading strategic product management and digital transformation initiatives. Expertise includes spearheading cloud implementation, AI-driven solutions, and agile operating models that enhance customer engagement and revenue growth. Demonstrated ability to align cross-functional teams and optimize product lifecycles across global organizations. A collaborative, people-first leader focused on customer-centric innovation, evidenced by driving a 35% rise in application submissions and a 20% increase in website engagement. Positioned to leverage strategic vision and technical expertise to enhance secure, seamless digital ecosystems as Vice President of Product.

Core Competencies

- **Leadership & Strategy:** Strategic planning, digital transformation, revenue growth, team leadership, collaboration, communication, storytelling, acquisition.
 - **Product Management:** Enterprise product lifecycle management, product operating model, agile development, AI adoption, process automation, technical UX design, research.
 - **Technical Proficiencies:** Salesforce, Aha!, Jira, Tableau, Qualtrics, Google Analytics, Figma, Mural, Planview, OKTA, Coupa, Concur, ChatGPT, Google Gemini, Notebook LM.
-

Professional Experience

WEX | Remote

Senior Director, Enterprise Product Management (06/2022 - 10/2025)

- Managed an 8-person enterprise product team to develop and execute a multi-project growth strategy for a secure digital acquisition experience.
- Delivered a streamlined digital application process across three business lines, resulting in a **35% increase in submissions and \$1MM in additional revenue**.
- Implemented a product operating model to align stakeholders and create high-performing matrixed teams.
- Oversaw the implementation of Salesforce Data Cloud to establish a unified customer profile for event-based multichannel marketing.
- Introduced a product-channel manager model to **boost contact form engagement by 20%** on the corporate website.

Mastercard | O'Fallon, MO

Director, Customer Experience (02/2020 - 06/2022)

- Directed an organization-wide strategic initiative to centralize customer experience within global customer care, creating an "insights to action" operating model to prioritize impactful work.

- Led a customer experience research and design team of five, expanding their roles as internal consultants to increase engagement and enhance the service experience.
- Championed the Voice of the Customer program, ensuring customer feedback was the driving force behind business, product, and service improvement decisions.

Mastercard | O'Fallon, MO

Director, Commercial UX (12/2015 - 02/2020)

- Established the vision, mission, and multi-year product roadmap focused on experience delivery for commercial platforms.
- Redesigned a legacy card platform, enhancing usability, mobility, and efficiency, boosting customer loyalty.
- Directed the UX practice and strategy across 14 scrum teams, emphasizing inclusive, service-oriented design.
- Introduced design thinking and jobs-to-be-done methodologies to technical and product management teams to improve collaboration and outcomes.

Scottrade, Inc. | Des Peres, MO

Manager, Website Product Development & Product Dev (2007 - 2015)

- Contributed to the firm reaching its goal of **\$9B in assets** by designing and launching the Scottrade Investment Management website.
- Oversaw the full project lifecycle for the client trading website, which served 3 million clients and generated **68% of the firm's daily average revenue** trade.
- Led and mentored a team of three and coordinated with third-party vendors to support web properties.
- Established a uniform process for Digital Product Tracking with Compliance to ensure regulatory requirements were met.

Additional Experience

- Trading Website Product Dev 2009 - 2013 (Scottrade, Inc.)
- Business Analyst 2007 - 2009 (Scottrade, Inc.)
- Sales and Project Management 1998 - 2007 (Multiple companies)
- Vice President, Francis Howell School Board (2025-2028)

Education & Certifications

- **Master's in Leadership & Organizational Development** | Saint Louis University, St. Louis, MO
- **Bachelor's in Psychology** | Truman State University, Kirksville, MO
- **Lean Six Sigma Green Belt**
- **Agile Development** | Washington University Center for the Application of Information Technology
- **Certified Usability Analyst** | Human Factors International