Amy Gryder

KEY ACHIEVEMENTS

◈ **Revenue Growth**
Achieved 35% increase in app submissions by enhancing digital customer application experience across three business lines.

◈ **Enterprise Product Lifecycle Management**
Extensive enterprise product lifecycle management from research to capital planning to roadmap development, launch, and performance tracking.

EDUCATION

Master's Degree in Leadership & Organizational Development
Saint Louis University
St.Louis, Missouri

Bachelor's Degree in Psychology
Truman State University
Kirksville, Missouri

CERTIFICATION

Lean Six Sigma
Green Belt

Agile Development
Washington University Center for the Application of Information Technology

Certified Usability Analyst
Human Factors International

LANGUAGES

English Native ●●●●●

Spanish Advanced ●●●●○

Enterprise Digital Product Strategy & Leadership

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SUMMARY

I am a people-first leader who excels at uniting and empowering cross-functional teams, fostering a culture where collaboration and a deep understanding of customer needs drive every decision. This approach has been the key to my success in launching major initiatives that directly accelerated business growth, leading to a 35% increase in application submissions from a new digital credit application, a 20% boost in corporate website form engagement, and the successful implementation of a cloud-based customer data platform.

EXPERIENCE

Senior Director, Experience Enablement
06/2022 - Present

WEX
Remote

Simplifying business fuel cards, employee benefits, and payment solutions

- **Strategic Vision & Execution:** Led and managed the lead to order enterprise product team, managing a team of 8. Developed and executed a multi-project strategy to drive business growth through delivering a digital, connected, and secure end to end prospect to customer experience.
- **Cross-Functional and Team Leadership:** Implemented the product operating model within team projects, aligning product, technology, design, commercial, and other stakeholders to engage as a product team.
- **Enterprise Revenue Growth:** Delivered a streamlined digital application experience for three lines of business, driving a 35% increase in app submissions, with the MVP adding $1MM of year one incremental revenue.
- **MarTech Strategy:** Oversaw the implementation of a cloud customer data platform (CDP), introducing a unified customer profile and event-based multichannel marketing model. Introduced a product-channel manager operating model to drive the corporate website overhaul, spurring commercialization and a 20% boost in contact form engagement.
- **Innovation & Continuous Improvement:** Championed a culture of innovation and continuous improvement for product. Drove adoption of the product operating model, fostered a proactive approach to increase transparency in production issue management, improve system performance monitoring, and accelerate AI adoption in product.

Director, Customer Experience
02/2020 - 06/2022

Mastercard
O'Fallon, Missouri

A global technology company in the payments industry

- **Strategic Initiative Leadership:** Directed an organization-wide strategic effort to centralize customer experience within global customer care. Created an "insights to action" operating model prioritizing work based on impact.
- **Team Leadership:** Managed the customer experience research and design team, consisting of five direct reports. Developed and expanded their roles as internal consultants within global customer care and other strategic internal partners, aiming to increase engagement, maximize retention, and enhance the service experience.
- **Voice of Customer Advocacy:** Ensured customer feedback driven business, product development, and service improvement decisions.
- **Data-Driven Enhancements:** Utilized analytical skills to direct the use of experience data, identifying opportunities and creating action plans for process and product enhancements.
- **Customer Research:** Conducted extensive customer research through interviews, focus groups, surveys, and co-collaboration workshops (both online and in-person).

EXPERIENCE

Director, Commercial UX
Mastercard

12/2015 - 02/2020
O'Fallon, Missouri

- **Vision & Roadmap Development:** Established a vision, mission, and multi-year product roadmap with a focus on experience delivery.
- **Platform Modernization:** Orchestrated the multi-year redesign effort of a legacy commercial card platform to improve usability, mobility, accessibility, and efficiency. Strengthened customer loyalty and competitive advantage.
- **UX Leadership:** Directed the UX practice across 14 scrum teams, establishing and driving UX strategy for commercial platforms with an emphasis on inclusive, service-oriented design.
- **Web Accessibility:** Developed commercial web accessibility policy and style standards to ensure compliance and enhance user experience.
- **Design Thinking & Collaboration:** Introduced design thinking and jobs-to-be-done methodologies to technical and product management teams. Established the Issuer UX Working Group and the Commercial UX Guild to enhance collaboration with key issuer customers globally and internal teams.
- **Team Management:** Managed designers directly and developers indirectly across multiple teams.

Manager, Website Product Development
Scottrade, Inc.

02/2013 - 12/2015
Des Peres, Missouri

A retail securities brokerage firm

- Designed and launched the Scottrade Investment Management website, contributing to the firm reaching its FY2014 goal of $9B in assets, with over $1B gathered in the first year.
- Oversaw the full life cycle of projects for the client trading website, serving 3 million clients and generating 68% of the firm's daily average revenue trade. Managed projects for the new Scottrade Investment Management site.
- Led and mentored a team of three, as well as coordinated efforts with third-party vendors supporting the websites.
- Collaborated with the Accessibility Working Group to implement Scottrade's Web Accessibility Standards, ensuring conformance with WCAG 2.0AA.
- Established a uniform process for Digital Product Tracking with Compliance, ensuring all regulatory requirements were properly managed and met.

ADDITIONAL EXPERIENCE

Trading Website Product Dev
Scottrade, Inc.

2009 - 2013

Business Analyst
Scottrade, Inc.

2007 - 2009

Sales Project Manager
Multiple companies

1998 - 2007