

INGA EVENCHIK

ingaevenchik@gmail.com • (248) 217-7668 • <https://www.linkedin.com/in/ievenchik> • <https://www.ingaevenchik.com>

I am a creative and entrepreneurial problem-solver with over eight years of product management expertise across several industries. I am a naturally curious and resourceful leader with a proven ability to quickly cultivate strong relationships with stakeholders, engineering teams, clients, and vendors. I thrive on complex challenges and cross-functional collaboration in dynamic, fast-paced environments. My superpower is seeing and communicating the big picture while being able to dive deep into the details when needed.

CORE COMPETENCIES

Product strategy
User research and discovery
Customer feedback analysis

Agile & scrum methodologies
Cross-functional collaboration
A/B testing techniques

Stakeholder engagement
Strategic roadmap planning
Goal setting with OKRs & KPIs

PROFESSIONAL EXPERIENCE

EDealer, Seattle, WA

Principal Product Manager • December 2022 - June 2024

- Managed three product managers, providing continuous coaching and feedback with empathy and candor.
- Prepared and executed a strategic product roadmap for migrating customers to our new e-commerce platform.
- Successfully negotiated with business stakeholders to cut product scope to meet fixed delivery timelines.
- Led the discovery, development, and launch of a new trade-in web app product to replace a legacy offering.

Senior Product Manager • June 2022 - December 2022

- Coached development teams and product managers on the agile mindset and tactical best practices in Scrum.
- Trained sales, customer support, and implementation teams about new features and product iterations.

Accretive Technology Group, Seattle, WA

Senior Product Manager • January 2020 - May 2022.

- Partnered with Director of Global Compliance to prioritize and deliver admin tools for content moderation.
- Guided integration of ML facial recognition models with live streaming client to meet compliance requirements.
- Coordinated the successful delivery of required compliance reporting ahead of a major new product launch.

Product Manager • October 2016 - December 2019

- Led product development efforts for 2-3 scrum teams per quarter, ensuring outcomes meet business goals.
- Prepared and presented engaging product demos to stakeholders every two weeks after sprint completion.
- Drove the development and rollout strategy to fully replace a legacy Flash-based streaming client in 18 months.
- On search team, increased join conversions by up to 10% through iterative changes validated by A/B tests.
- Delivered frequent iterations of new subscription product, generating over \$1M revenue since initial launch.
- Partnered with the Data Analytics team to build insightful and actionable KPI dashboards for my product lines.
- Implemented customer feedback loop that resulted in daily user engagement and countless product insights.

Project Manager • April 2015 - September 2016

- Provided weekly status updates of complex technical projects to business stakeholders and technical leaders.
- Planned a full-day transition workshop for 15+ developers after department restructuring to realign team goals.
- Acting Program Manager for the entire department while a colleague was on a three-month sabbatical.

Cars Commerce (formerly Cars.com), Chicago, IL

Vendor Management Analyst • September 2013 - March 2015

- Presented business cases to product leaders to showcase opportunities from current and prospective vendors.
- Engaged with an underperforming vendor to improve SLAs, escalation procedures, and issue resolution times.

EDUCATION

Master of Business Administration • Loyola University of Chicago, Chicago, IL • 2014

Bachelor in Advertising and History • Syracuse University, Syracuse, NY • 2006