

Emily Barker

Email: barkeremily2020@gmail.com | **Phone:** (619) 517-1805 | **LinkedIn:** linkedin.com/in/mannbark

Objective

Experienced Digital Product Management leader with a track record of driving team development, customer-centric solutions, and successful product launches. Adept at integrating customer, technical, and business needs to deliver innovative digital products. Seeking opportunities to leverage leadership skills and technical expertise in a dynamic team environment.

Professional Experience

Digital Product Manager

Foci: Team Leadership | Customer-Centric Solutions | eCommerce Expertise | Global Systems
Cisco Systems, Carlsbad, CA | Mar 2022 – Dec 2022

- Managed product roadmap; prioritized and launched twenty features across multiple teams within a fiscal quarter.
- Standardized UX inclusion as part of requirements gathering, integrating quantitative and qualitative data
- Delivered improved, simplified customer experience by leveraging human-centered design, click thru and usage analytics, and iterative feedback sessions using low and high-resolution Figma mockups
- Led virtual workshops to gather requirements from executives and technical subject matter experts
- Worked with Legal and IT to ensure privacy, security, and SOX compliance when adding pages, fields, and new data types.

Product Manager, Digital Journey Development

Cisco Systems, Carlsbad, CA | Jan 2021 – Mar 2022

- Owned partner digital renewal journey, creating and maintaining commerce API requirements and driving development.
- Created a unified digital experience framework, improving cross-functional collaboration.
- Architected quote-to-order processes for renewals, leveraging APIs and UI tools.
- Tracked KPIs to ensure API utilization and revenue generation.
- Researched third-party platforms for faster and customized quotes and led co-design sessions to foster ideation.

Leader - Technical Program Management

Cisco Systems, Carlsbad, CA | Jul 2016 – Jan 2021

- Provided program oversight and product vision for bulk customized quote creation program.
- Spearheaded cross-functional proof-of-concept campaigns, introducing new revenue streams.
- Developed internal Tableau dashboards and BI data visualizations for reporting.
- Automated security renewal quote creation, saving \$1M and improving operational efficiency by 35%.

Product Manager, AutoQuote Creation, and Email Configuration

Cisco Systems, Carlsbad, CA | May 2014 – Jun 2016

- Managed automation of customer quoting products, leading a 5-person team through the Cisco merger.

- Owned SDLC lifecycle, driving strategy, requirements definition, launch activities, and post-launch enhancements.
- Increased incremental revenue by \$100M through platform redesign and migration.
- Conducted pilot, beta tests, and user research to evaluate opportunities and user behavior.

Technical Program Manager / Scrum Master

MaintenanceNet (acquired by Cisco), Carlsbad, CA | Jun 2013 – May 2014

- Introduced Agile Scrum methodology, built a ScrumMaster team of four, and trained a 25-person team in Agile and SAFe.
- Implemented team structure, resourcing, and deployment optimizations.

Manager of Consumer Services

Anonymizer, San Diego, CA | Nov 2008 – Apr 2013

- Directed consumer product offerings, including sales, support, and product road mapping.
- Served as Scrum Master and Co-Product Owner of an 8-person team.
- Led multiple beta projects and A/B testing initiatives.

Education and Training

Master of Science (MS) in Cyberpsychology

Norfolk State University | Projected December 2023

- Specialized in online behavior, UX, technostress, and cyber resilience.
- Research and coursework in Design Thinking, HCI, Social Engineering, and Safety & Ethics.

Bachelor of Arts (BA) in Spanish & Biochemistry (double major)

University of San Diego, San Diego, CA

Training & Certifications

- Certified SAFe and Agile Scrum Master and Product Owner.
- Cisco Security White Belt Advanced, Yellow Belt Six Sigma.
- CompTIA Network+, Security+, Linux+.
- Certified Social and Behavioral Research Safety for Investigators - CITI Program.
- Art of Restorative Communication, via National Conflict Resolution Center.

Skills

Fluent in Spanish. Product Management. UX Research and Design. Technical Documentation. Customer Experience Improvement. Agile and Scrum Methodologies. Data Analytics and Visualization. Security and Compliance. Cross-functional Collaboration. Figma. Miro, SnagIt, Adobe Acrobat. SAP Business Objects, SmartSheet, MySQL. Atlassian Tools Suite (Jira Align, Jira Software, Jira ServiceDesk, Confluence). XML. JSON. Snowflake. MongoDB. SQL Server.

Contact Information

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