

Michael Watson

Senior Product Manager | Product Operations | Program Delivery

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Professional Summary

Senior Product Manager with 10+ years driving product strategy, operations, and delivery across fintech and enterprise software. Proven track record modernizing legacy systems, scaling product operations, and leading cross-functional teams through digital transformation that drives adoption growth, efficiency gains, and user satisfaction improvements outlined below.

Core Expertise

Product roadmaps • Agile transformation • Stakeholder coordination • Process optimization • Data analytics • Financial services • Regulatory compliance

Key Accomplishments

- Scaled product operations from manual processes to structured delivery framework, improving team predictability and executive visibility across 6 cross-functional teams
 - Drove 3000%+ adoption increase of digital e-notary platform through UX optimization and systematic rollout approach, eliminating technical barriers
 - Delivered \$2.5M+ efficiency gains by launching AI-powered chat platform, reducing 2,500 monthly customer contacts while improving conversion rates
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Professional Experience

Product Operations Manager | Pet Supplies Plus | Apr 2022 – Present

Leading product delivery framework and cross-team coordination

- Implemented a structured intake process and 2-week sprint cadence in JIRA, establishing a predictable delivery rhythm and improving planning accuracy across multiple product teams
- Realigned six engineering teams around stalled strategic initiative, establishing a clear timeline and accountability framework that moved the project toward on-time delivery
- Built an executive reporting dashboard tracking delivery health, team capacity, and strategic priorities, closing a critical visibility gap for C-suite decision making

Founder & Newsletter Creator | Product Party | Dec 2023 – Present

Building product management community and thought leadership platform

- Created a sponsored newsletter focused on product management insights, career development, and industry trends, growing to 2,000+ engaged subscribers across Substack and LinkedIn

- Developed content strategy covering product frameworks, career advancement, and industry best practices, establishing thought leadership in the product management community
- Built an engaged community of product professionals through a consistent weekly publishing schedule and actionable insights for career growth

Senior Product Owner | Credit Acceptance | Sep 2022 – Mar 2025

Product strategy and delivery for automotive finance platform

- Led 'Dealer Test Drive' pilot program leveraging AB testing methodology, achieving a 33% enrollment increase in underperforming states, resulting in nationwide rollout across 450+ dealership network
- Modernized legacy Oracle CRM system through a user-centered design approach, conducting stakeholder interviews and iterative testing to deliver 10% improvement in quarterly user satisfaction scores
- Transformed three waterfall teams into Agile methodology by implementing JIRA workflows, optimizing product backlogs, and establishing sprint ceremonies that improved delivery predictability

Senior Product Manager | Auto Improve | Jul 2021 – Sep 2022

Digital product strategy for automotive lending platform

- Launched Intercom chat and AI chatbot platform to address customer service bottleneck, reducing inbound volume by 2,500 calls/emails in the first month while maintaining service quality
- Resolved critical e-notary adoption challenge through systematic UX research and technical barrier elimination, achieving 3000%+ usage growth in three months via improved user flows
- Consolidated three vendor engineering backlogs into a unified JIRA system, establishing a single source of truth for project status and improving cross-team transparency

Digital Product Manager | Newrez | Nov 2020 – Jul 2021

Product management for mortgage lending technology

- Increased lead conversion rates 10% across 21 mortgage brands through systematic form optimization, analytics implementation, and user journey mapping within a three-month timeframe
- Reduced Better Business Bureau complaints by 33% through advanced analytics implementation to identify user pain points and prioritize UX improvements across an 800,000-user platform

- Delivered regulatory compliance update for company-wide landing pages, ensuring 100% adherence to new federal regulations within a one-month deadline through coordinated multi-team effort

Product Owner | Rocket Mortgage | Jun 2013 – Nov 2020

Product strategy for loan origination and CRM platforms

- Identified and capitalized on a 300% increase in Spanish-preferred leads through LOS technology enhancement, leading to the establishment of a dedicated 50-person bilingual sales team within six months
- Scaled speech analytics pilot from 1% manual review to analyzing 10,000 daily call hours, enabling compliance insights and formation of a 10-member quality improvement team
- Developed migration strategy and roadmap to transition 400 team members from 20 legacy applications to Salesforce Financial Services Cloud, delivering the first MVP within one month of project kickoff

Analyst | Accenture | Jan 2011 – Jun 2013

Business analysis and process improvement for enterprise clients

- Designed and launched a global scheduling platform for a Fortune 500 client with 250,000+ employees, establishing a 15-person call center in India with a complete training and documentation framework
- Automated Excel-based workflows for 15-workstream SAP implementation, saving 1,000+ hours through file consolidation and process standardization
- Built an automated project reporting system in SharePoint for a 300-person SAP project, improving decision-making speed and timeline visibility through real-time status dashboards

Skills

Product Management: Strategic roadmaps • Cross-functional leadership • Agile transformation • User research • Stakeholder management • Business case development

Financial Technology: Loan origination • Financial compliance • CRM/Marketing automation • Payment processing • Risk management

Tools & Platforms: JIRA/Confluence • Salesforce/Oracle • React/APIs • Figma/Miro • Excel/Tableau • Google Analytics • Microsoft Office • Adobe Acrobat

Education

Master of Science, Information Resource Management | Central Michigan University | 2010

Bachelor of Business Administration | University of Phoenix | 2008