# Michael Watson

Product Manager | Product Operations | Program Delivery

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## PROFESSIONAL SUMMARY

Results-driven Product Manager with 10+ years leading product strategy, operations, and delivery across fintech and enterprise software. Scaled product operations for 6 cross-functional teams while delivering $2.5M+ in efficiency gains through AI-powered platforms. Expert in Agile transformation, stakeholder management, and driving measurable adoption growth across 18 million+ customer bases.

## 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 3,000%+ 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

## EXPERIENCE

### Product Manager / Project Manager | Pet Supplies Plus | 04/2025 - Present

• Implemented structured intake process and 2-week sprint cadence in JIRA for 1 engineering team supporting 8 business teams and 2 IT teams, processing 200+ requests and increasing average delivery volume by 5 stories per sprint

• Led customer data modernization across 6 systems (POS, e-commerce, 4 data platforms) affecting 18 million customers, coordinating 4 engineering teams to recover 3-month stalled timeline and deliver first pilot store in November 2025

• Built executive reporting dashboard for 5 VP+ leaders providing weekly visibility into Marketing Technology delivery health and project status, eliminating ad-hoc status meetings and enabling faster decision-making in previously blind spot area

### Founder & Newsletter Creator | Product Party | 12/2022 – Present

• Built product management newsletter to 2,000+ subscribers across Substack and LinkedIn, maintaining 32% open rate and 2.9% engagement rate through weekly insights on frameworks, career development, and industry trends

• Secured paid sponsorships with ClickUp and Eleven Labs, while creating 2 free Notion templates for startups, generating 20+ downloads

• Developed content strategy covering product frameworks, career advancement, and industry best practices, establishing thought leadership in the product management community

### Senior Product Owner | Credit Acceptance | 09/2022 – 03/2025

• 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 20 engineers across 2 waterfall teams into Agile methodology by implementing JIRA workflows, optimizing product backlogs, and establishing sprint ceremonies that created first-ever delivery baselines

### Senior Product Manager | Auto Improve | 07/2021 – 09/2022

• 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 3,000%+ usage growth in three months via improved user flows

• Consolidated three vendor engineering teams (24 engineers across 2 project teams and 1 recurring team) into a unified JIRA system, establishing a single source of truth for project status

### Digital Product Manager | Newrez | 11/2020 – 07/2021

• Increased lead conversion rates by 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 | 06/2013 – 11/2020

• Identified and capitalized on a 300% increase in Spanish language-preferred leads through LOS technology enhancement, leading to the establishment of dedicated a 50-person bilingual sales team within 8 months

• Scaled a speech analytics platform from pilot, covering 1% manual review to analyzing 10,000 daily call hours across all Banking sales calls within 4 months, 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 | 01/2011 – 06/2013

• 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 Tools:** JIRA • Confluence • Figma • Miro • Notion • Azure DevOps • UserTesting

**AI & Development Tools:** Claude • ChatGPT • Cursor • React • APIs • GitHub

**Technical Platforms:** Salesforce • Oracle CRM • HubSpot • Zoho • Intercom • Google Analytics

**Remote Collaboration:** Zoom • Slack • Microsoft Teams • Google Workspace

**Financial Technology:** Loan Origination Systems (LOS) • Customer Relationship Management (CRM) • Point of Sale (POS) systems • Custom software development

**Methodologies & Frameworks:** Agile/Scrum • Sprint planning • User research • A/B testing • Data analytics • Business case development

## EDUCATION

Master of Science, Information Resource Management | Central Michigan University | 05/2010

Bachelor of Business Administration | University of Phoenix | 07/2008