

MIKE WATSON | PRODUCT LEADER

mwatson1983@gmail.com – (989)245-1401 – Troy, MI

[linkedin.com/in/michaeljameswatson](https://www.linkedin.com/in/michaeljameswatson) – mikewatson.us

EXPERIENCE

Senior Product Owner

Credit Acceptance Corporation – September 2022 - Present

- Piloted a process improvement initiative across five states, resulting in 33% enrollment lift by year-end 2023, showcasing strategic execution and market impact.
- Expanded pilot nationally in 2024, generating \$1.5 million EVA while demonstrating effective project scaling and agile leadership.
- Enhanced CRM functionality, boosting user satisfaction by 5% and increasing mobile engagement by 10% monthly, through focused feature development and backlog management.

Senior Product Manager

Auto Approve - July 2021 – September 2022

- Delivered loan processing product improvements, leading to a 40% increase in funded loan volume in Q1-Q2 2022 by addressing inefficiencies.
- Launched the company's inaugural chatbot, powered by extensive API integrations, enhancing customer interaction with over 2,500 additional monthly conversations.
- Streamlined California auto refinance loan processing, reducing transaction times by 15 minutes through process optimization.

Digital Product Manager

NewRez LLC - November 2020 - July 2021

- Redesigned password recovery, reducing customer complaints by 35% after implementing user feedback.
- Optimized landing pages, increasing conversion rates by 25% through data-driven design.

- Developed and executed API strategies for customer portal engagement, enriching the user experience for 800,000 users through insightful data integration.

Product Manager

Rocket Mortgage, LLC - June 2013 - November 2020

- Led the development of sales-oriented virtual assistants, generating \$25M in 2020 revenue, utilizing IBM Watson and LivePerson.
- Pioneered the API-driven integration of business data into IBM Watson and LivePerson, enhancing chatbot functionality and leading to a 68.5% increase in lead conversion.
- Scaled the SaaS speech analytics pilot into an enterprise product, increasing adoption by 77% through strategic planning and leadership collaboration.

INDUSTRY EXPERTISE

Founder

Product Party

Product Party is a newsletter aimed at connecting with like-minded product professionals, sharing insights, and fostering community growth.

Delivery / Strategy: Product Backlog Prioritization, Roadmap Development, Agile Frameworks, Data-Driven Decision Making, Cross-Functional Collaboration

Technical: Azure DevOps, Jira, Figma, Miro, Salesforce, AI and ML (IBM Watson, LivePerson, ChatGPT, Bard), Product Analytics and Event tracking (Google Analytics, Adobe Analytics, FullStory)

EDUCATION

Master of Science in Administration - Information Resource Management

Central Michigan University

Mount Pleasant, MI - October 2008 - May 2010