**MIKE WATSON | PRODUCT LEADER**

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**EXPERIENCE**

***Senior Product Manager***

**Credit Acceptance Corporation – September 2022 - Present**

* Led a five-state pilot, achieving $700,000 in revenue and setting the stage for larger projects by managing the project and aligning with stakeholder expectations.
* Initiated a national product offering, targeting Q1 2024 launch, building on the pilot's success.
* Boosted user satisfaction by 5% and increased mobile engagement by 10% monthly in the SaaS CRM (Oracle) through user-focused feature design 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.
* Brought the company’s first chatbot to market and improved customer experience, resulting in 2,500 additional conversations monthly.
* Streamlined California auto refinance loan processing, reducing transaction times by 15 minutes through process optimization.

***Senior 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 portal strategies for 800,000 users, enhancing the experience with data insights.

***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.
* Refined chatbot usability, boosting lead conversion by 68.5%, focusing on customer feedback.
* 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, User Experience Design, Continuous Learning & Improvement, Data-Driven Decision Making, Cross-Functional Collaboration

**Technical:** Azure DevOps, Jira, Figma, Miro, Intercom, 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