

MIKE WATSON | PRODUCT LEADER

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EXPERIENCE

Senior Product Manager

Credit Acceptance Corporation – September 2022 - Present

- Successfully navigated a customer growth initiative back on course after a two-month setback, leveraging cross-department collaboration to meet a April 2023 target.
- Created a comprehensive roadmap and set the stage for the initiative's evolution into a nationwide solution by Q2 2024.
- Held product ownership of a SaaS CRM, driving a 5% surge in quarterly user satisfaction and a consistent 10% month-over-month growth in active mobile users during Q2/Q3 2023.

Senior Product Manager

Auto Approve - July 2021 – September 2022

- Championed process improvements, which led to a significant 40% increase in funded loan volume from Q1 to Q2 2022.
- Drove digital communication channel scalability, thereby stimulating the generation of 2,500 customer conversations and leads monthly.
- Efficiently streamlined loan processing workflows, reducing transaction time by 15 minutes and substantially improving team productivity.

Senior Product Manager

NewRez LLC - November 2020 - July 2021

- Enhanced B2B and B2C landing page experiences, driving a 25% increase in conversion rates through a total redesign and optimization project.

- Developed comprehensive roadmaps for a customer portal serving 800,000 monthly active users, leveraging data-driven insights to improve customer experience.

Product Manager

Rocket Mortgage, LLC - June 2013 - November 2020

- Generated \$25M in revenue in 2020 by developing and deploying sales-oriented virtual assistants, leveraging IBM Watson and LivePerson technologies.
- Optimized chatbot lead conversion by 68.5% through detailed usability analysis and conversation flow refinement.
- Forged strong relationships with leadership and devised a strategy to scale the SaaS speech analytics pilot (CallMiner) into an enterprise-level product, boosting product adoption by 77%.

INDUSTRY EXPERTISE

Founder and Editor

Product Party Newsletter – Substack

Product Party is a newsletter that discusses important topics and emerging technology related to product management.

Delivery / Strategy: Product Backlog Prioritization, Roadmap Development, Agile Frameworks, Project Coordination, User Experience Design, Change Management

Technical: Azure DevOps, SharePoint, Jira, Adobe Analytics, WalkMe, Power BI, Roadmunk, Figma, Miro, Intercom, CallMiner, LivePerson, Sendgrid, Ring Central, Salesforce, Clarity, ServiceNow

EDUCATION

Master of Science in Administration - Information Resource Management

Central Michigan University

Mount Pleasant, MI - October 2008 - May 2010