5/15/2021

To Whom It May Concern,

I am writing to highly recommend Robin Carroll for any position that requires expertise in product management, product strategy, and stakeholder engagement. As her manager for the past 4 years, I have been thoroughly impressed with her skills in leading complex projects, collaborating with cross-functional teams, and delivering exceptional results.

Robin has consistently demonstrated her ability to lead the end-to-end Product Life Cycle (PLC) management process, from planning to implementation, ensuring projects are completed within schedule and budget. She has a keen eye for detail and can effectively manage dependencies and risks, providing clear direction for mitigation strategies. Her ability to develop product/release project roadmaps, and create user stories, journey maps, epics, and features has been instrumental in driving successful product launches for Canvas Credit Union.

One of Robin’s standout strengths is her aptitude for understanding and eliciting business requirements from key stakeholders. She is skilled at translating business needs into actionable tasks for the development team, driving high engagement and collaboration. Her expertise in go-to-market strategies, including Customer and Product Analysis, has resulted in effective product strategies and market success.

Moreover, Robin is an excellent communicator, adept at aligning communication plans and reporting progress to stakeholders and leadership. She provides consistent updates on delivery and milestones, ensuring transparency and accountability throughout the project lifecycle. Her ability to work closely with cross-functional teams and communicate effectively with all stakeholders has been invaluable in ensuring successful project outcomes.

In conclusion, I have no doubt that Robin will be an asset to any organization seeking a skilled professional with expertise in all aspects of product management, development, and delivery. I wholeheartedly recommend her for any role that requires strong leadership, strategic thinking, and exceptional communication skills. Please feel free to contact me for any further information or clarification.

Sincerely,

Ryan Klassen

Vice President of Lending

Canvas Credit Union

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