

ROBIN M. CARROLL

INNOVATIVE PRODUCT STRATEGIST | CUSTOMER-CENTRIC LEADER | DRIVING REVENUE AND USER GROWTH

856-343-8293 | rmcauthor@gmail.com | Englewood, CO 80111, USA | [LinkedIn](#) | [Career Portfolio](#)

Results-driven product leader with 12+ years of experience in product management, technology, and financial services, consistently delivering 15%+ revenue growth through innovative, data-driven strategies. Proven ability to achieve product-market fit, develop KPI-driven roadmaps, and lead teams to design solutions that drive financial performance and customer satisfaction. In 2021, intentionally transitioned to contract roles to adapt to the evolving work landscape, leveraging the opportunity to collaborate with diverse organizations on high-impact projects. This strategic move enabled the development of deeper technical expertise, enhanced cross-functional leadership skills, and a comprehensive understanding of end-to-end product lifecycles. These experiences also strengthened my ability to quickly assess business needs, drive alignment among stakeholders, and deliver solutions that balance strategic vision with operational efficiency.

LEADERSHIP & STRATEGIC IMPACT

- **Demonstrates a deep understanding** of Software Development Life Cycle (SDLC), Scrum, Kanban, Agile, and Waterfall methodologies.
- **Leverage key performance indicators (KPIs)** to track product performance, drive data-informed decisions, and optimize strategies.
- **Adept at cultivating robust relationships** with stakeholders, serving as a trusted advisor on business development matters.
- **Proficient in effectively utilizing persuasive communication skills** to convey complex ideas and visions to diverse audiences.
- **Skilled negotiator** with a proven track record of influencing stakeholders and resolving conflicts to achieve mutually beneficial outcomes.
- **Possesses strong analytical thinking capabilities**, focusing on building consensus and resolving conflicts.
- **Led remote, large-scale teams**, fostering cross-functional collaboration and innovation to enhance cohesion and boost productivity by 25% in demanding environments.
- **Drives alignment on strategic objectives** across executive and cross-functional teams, ensuring consistent focus on customer value.

WORK EXPERIENCE

CHARTER COMMUNICATIONS – Remote

Digital Product / Program Manager IV - Contract

07/2023 – Current

- **Achieved product-market fit** by leveraging KPI tracking to analyze customer feedback and market trends, resulting in targeted feature enhancements and growth.
- **Aligned stakeholders** on product strategy and OKRs, securing measurable improvements in growth and user satisfaction.
- **Drove a 15% revenue increase** by launching automation tools in the logistics sector within the first quarter.
- **Streamlined cross-functional communication**, reducing project delays by 27% by implementing automated channels via Confluence.
- **Cut churn by 50%**, directly enhancing customer retention and engagement, which led to sustained revenue growth and reduced acquisition costs.
- **Optimized team collaboration**, leading a remote team of 12+ to reduce delivery cycles by 13% with enhanced task delegation via Jira.
- **Increased market share by 8%** by creating product roadmaps aligned with strategic business goals, maximizing operational efficiency.
- **Boosted sales by 15%** by coaching sales teams in prospecting, presentation, and closing strategies.
- **Enhanced SLA compliance by 24%** and cut manual processes by 32% with automation frameworks and advanced analytics tools.
- **Elevated project outcomes** through strategic KPI tracking and automation, cutting delays by 27% and boosting sales by 15%.

PwC – Remote

Senior Product Manager - Contract

06/2022 – 04/2023

- **Developed and executed go-to-market strategies**, driving 10% growth in enterprise clients for a SaaS-based risk management tool.
- **Secured buy-in from C-suite stakeholders** for strategic pivots by presenting data-driven insights, resulting in a 10% revenue increase for the enterprise software platform.
- **Increased product usage by 22%** within three months post-release by adjusting features based on adoption metrics and time-to-value insights.
- **Boosted team productivity by 25%** across two multi-disciplinary teams by refining sprint planning and prioritizing product backlogs for B2C cloud solutions.
- **Accelerated feature delivery by 15%** through dynamic backlog prioritization, incorporating user feedback and competitive analysis.
- **Improved team communication by 30%**, reducing miscommunication with structured plans and sprint facilitation.
- **Increased software adoption from 11% to 16%** in six months by launching new features and enhancements.
- **Enhanced user satisfaction by 22%** through UX innovations that streamlined interaction and minimized clicks.
- **Reduced rework by 20%** through Agile transformations that improved delivery consistency across cross-functional teams.

LENDER PRICE – Remote

Senior Product Manager - Contract

08/2021 – 04/2022

- **Developed and employed project planning initiatives** to align product development with clients' software requirements and preferences.
- **Refined project scope and MVP definition** to identify gaps, implement risk mitigation strategies, and enhance project efficiency.
- **Evaluated and prioritized information gathered** from multiple sources, reconciled conflicts, and converted information from high-level business issues and opportunities into detailed functional requirements.
- **Assessed product specifications/requirements**, appraised new product ideas/modifications, and recommended enhancements to current/future product lines, resulting in enhanced product quality by 20%.
- **Implemented a go-to-market strategy** for new mortgage software features, including webinars, increasing feature adoption by 16%.
- **Orchestrated a product roadmap for API integrations** with major mortgage platforms, overcoming technical debt and implementing customer-driven features, boosting user adoption by 23% in a fast-paced tech environment.
- **Analyzed API data usage and integration success rates**, resulting in a 15% increase in API clients and a 20% reduction in support tickets.
- **Enhanced MVP definitions and project scopes**, streamlining delivery and reducing development timelines by 15%.
- **Managed SDLC for B2B software integrations**, boosting client satisfaction by 28% through a mobile app launch.
- **Organized interdepartmental coordination**, including sales and customer support, to align product development with client needs, leading to a 24% increase in client base through enhanced communication of new feature releases.
- **Championed Agile methodologies** in the development of B2B SaaS products, introducing sprints that resulted in faster turnaround for client-driven features, increasing customer satisfaction by 18%.

FINANCE OF AMERICA – Remote

Manager - Credit Policy/Product Development - Contract

06/2021 – 08/2021

- **Conducted in-depth requirements analysis** to understand end users' business needs, translating them into go-to-market plans and event campaigns that enhanced product marketing communication.
- **Supported executive management in preparing short-and long-term product sales forecasts**, reports, and strategic product plans.
- **Launched new products by collaborating** with sales, marketing, and production teams to create cohesive, time-integrated marketing plans.
- **Consulted with customers** to resolve complaints and validate financial and credit transactions, ensuring a positive client experience.
- **Designed and introduced unique, price-competitive product lines** aligned with design specifications, delivering 16 Non-Qualified Mortgage and Flex products that met or exceeded target margins.
- **Minimized credit risk and fraud incidents by 20%** for new and existing products through the development and standardization of policy documentation for credit and customer setup processes.

CANVAS CREDIT UNION – Lone Tree, CO

Lead Product Manager/Owner – Real Estate/Consumer Lending

03/2017 – 06/2021

- **Mentored and developed high-performing teams**, enhancing productivity and cohesion through continuous improvement initiatives.
- **Analyzed market trends** to drive differentiated product offerings, achieving a 12% increase in market penetration.
- **Exceeded product launch goals by 112%** through customer feedback loops and data-driven refinements to the user experience.
- **Contributed 15% revenue growth** to the product portfolio by designing innovative lending, payment, and retail solutions.
- **Grew credit union membership by 7% annually** through targeted campaigns and promotions.
- **Reduced development cycles by 15%** and boosted product delivery speed with a data-driven optimization framework.
- **Improved delivery timelines by 20%** through clear communication and cross-functional teamwork alignment.
- **Surpassed loan targets by up to 21% per campaign** by leveraging personalized marketing strategies such as segmented email campaigns and limited-time interest rate offers to attract new members and drive engagement.

ADDITIONAL EXPERIENCE

CRHDC/CHE – Westminster, CO

Director of Lending/Product Management

04/2016 – 03/2017

VECTRA BANK – Denver, CO

AVP/Manager

05/2015 – 04/2016

SOOPER CREDIT UNION – Denver, CO

Branch Manager II

01/2013 – 01/2015

DEX MEDIA – Lone Tree, CO

Sales/Marketing Leader

04/2010 – 12/2011

UNION SETTLEMENT FCU – New York, NY

Lending Director/Product Manager

06/2007 – 06/2009

CORE COMPETENCIES

- **Product Leadership & Strategy:** Product-market fit, KPI-driven strategy development, product roadmap creation, prioritization, strategic thinking, product scaling
- **Data-Driven Decision Making:** KPI monitoring, feature adoption analysis, market and competitive landscape analysis, data analysis
- **Customer-Centric Innovation:** Customer feedback analysis, UX/UI improvements, user-centric product design
- **Stakeholder Engagement:** Cross-functional team leadership, stakeholder alignment, executive communication
- **Adaptive Project Delivery:** Agile and Scrum leadership, sprint planning, backlog prioritization
- **Leadership & Strategic Vision:** Inspiring cross-functional teams, setting and communicating product vision, strategic planning for long-term business growth
- **Product Marketing:** Go-to-market (GTM) strategy, product positioning, competitive analysis, pricing strategy, customer segmentation
- **Remote and Hybrid Collaboration:** Expertise in fostering high-performing distributed teams to achieve strategic goals.
- Executive Stakeholder Leadership
- Communication & Presentation Skills
- Retail & Lending Product Expertise
- Coaching and Mentoring
- Project Management
- Software Development Oversight
- Relationship Building (B2B/B2C)
- Business Development
- Customer Service & Client Retention
- Digital Marketing Strategy
- Financial and Budget Management
- Business Acumen
- Team Building
- Market Dynamics
- Problem Solving

PROFESSIONAL SUMMARY

Dedicated to creating data-driven, customer-centric solutions that drive financial performance and long-term growth. Skilled in strategic roadmap development, digital optimization, and cross-functional leadership. Published author with expertise in product lifecycle management, customer engagement, and market alignment, leveraging storytelling to boost product engagement.

TECHNICAL SKILLS

- **Programming & Development:** Java, API Development
- **Product & Project Management Tools:** Jira, Trello, Aha!, ProdPad
- **Testing and Research:** A/B Testing, User Acceptance Testing (UAT), Figma, UX/UI
- **Cloud Platforms & DevOps:** AWS, Azure, Git, GitHub, Azure DevOps
- **Data Analysis & Visualization:** Excel, Pendo, Tableau, Power BI, SQL
- **Collaboration & Communication Tools:** Confluence, Slack, Miro
- **Methodologies:** Agile, Scrum, Waterfall, Kanban
- **CRM & Marketing Platforms:** Salesforce, Google Analytics
- **Specialized Technologies:** Software as a Service (SaaS), Machine Learning (ML), Scaled Agile Framework (SAFe), Artificial Intelligence
- **Microsoft Suite:** Word, PowerPoint, Outlook, OneDrive, Access
- **Loan Origination Systems:** Encompass, LendingPad, Turnkey Lender

EDUCATION

UNIVERSITY OF PHOENIX – Phoenix, AZ
Bachelor of Science in Business Administration and Management

08/2012 – 12/2014

CERTIFICATION/LICENSE & TRAINING

Certified Scrum Product Owner (CSPO)
Scrum Alliance
Credential ID: 001231704
Certification Active: Through Aug 2025
Credential URL: <https://bcert.me/scfwnjrpj>

Coursera
Introduction to Generative AI
Google Cloud

07/2024 – Present