

ROBIN M. CARROLL

SENIOR PRODUCT LEADER | AI-DRIVEN AUTOMATION | ENTERPRISE PLATFORMS | FINTECH

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Strategic product leader with 12+ years of experience driving digital transformation, enterprise automation, workflow orchestration, and customer-centric innovation across fintech, lending, SaaS, and enterprise technology environments. Proven expertise leading KPI-driven product strategies, enterprise systems integrations, workflow automation, API ecosystems, and platform modernization initiatives that improve operational efficiency, scalability, and customer engagement. Skilled in aligning executive stakeholders, engineering teams, and business objectives to deliver high-impact enterprise solutions and measurable revenue growth.

LEADERSHIP & STRATEGIC IMPACT

- **Expertise in Agile**, Scrum, Kanban, SDLC, and enterprise product delivery frameworks.
- **Data-driven product leader** skilled in KPI analysis, roadmap prioritization, and customer-centric decision making.
- **Proven ability to align executive stakeholders**, engineering teams, and business objectives to deliver scalable digital solutions.

PROFESSIONAL EXPERIENCE

CONTINUOUS – Remote

Senior Product Manager

04/2025 – 05/2026

- **Led product strategy and execution for OpCon**, SMA Technologies' intelligent automation platform for financial institutions, focused on workflow orchestration, operational efficiency, and AI-ready automation initiatives.
- **Managed the product roadmap and prioritized features** based on customer feedback, data insights, and strategic objectives.
- **Collaborated closely with Engineering and Design**, serving as a cross-functional leader to deliver enhancements that improve automation efficiency and system integration.
- **Applied expertise in financial core systems**, enterprise automation platforms, and workflow orchestration to design scalable solutions that addressed operational inefficiencies.
- **Evaluated AI-driven automation opportunities and AI-informed decision frameworks to improve operational efficiency**, optimize workflows, and support intelligent product strategy decisions.
- **Partnered with engineering teams on enterprise systems integrations**, platform modernization, and workflow orchestration enhancements across complex ecosystems to improve scalability and operational resilience.
- **Aligned stakeholders** around messaging, positioning, and go-to-market efforts for new capabilities.

CHARTER COMMUNICATIONS – Remote

Digital Product / Program Manager IV - Contract

07/2023 – 04/2025

- **Achieved product-market fit** by leveraging KPI tracking to analyze customer feedback and market trends, resulting in targeted feature enhancements and growth.
- **Led cross-functional efforts to enhance and integrate Salesforce and Pega platforms**, partnering with engineering teams and subject matter experts to define requirements, optimize workflows, and deliver scalable enterprise solutions.
- **Led cross-functional alignment on product strategy**, OKRs, and workflow optimization initiatives, improving growth and user satisfaction while reducing project delays by 27% through automation and process improvements.
- **Delivered a 15% revenue increase** by launching automation tools in the logistics sector within the first quarter.
- **Cut churn by 50%**, 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.
- **Enhanced SLA compliance by 24%** and reduced manual processes by 32% through intelligent automation frameworks and analytics-driven workflow optimization.

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.
- **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.
- **Increased software adoption from 11% to 16%** in six months by launching new features and updates.
- **Enhanced user satisfaction by 22%** through UX innovations that streamlined interaction and minimized clicks.
- **Optimized enterprise product delivery** through cloud-based automation and scalable platform enhancements, reducing time-to-market by 18% and operational costs by 10%.

LENDER PRICE – Remote

Senior Product Manager - Contract

08/2021 – 04/2022

- **Refined project scope and MVP definition** to identify gaps, implement risk mitigation strategies, and enhance project efficiency.
- **Translated complex business requirements** into scalable functional solutions, improving product quality by 20%.
- **Implemented a go-to-market strategy** for new mortgage software features, including webinars, increasing feature adoption by 16%.
- **Led platform integration strategy for mortgage and lending systems**, delivering API-driven automation enhancements that increased user adoption by 23% and reduced operational friction.
- **Analyzed API data usage and integration success rates**, resulting in a 15% increase in API clients and a 20% reduction in support tickets.
- **Managed SDLC for B2B software integrations**, boosting client satisfaction by 28% through a mobile app launch.
- **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%.
- **Managed product initiatives supporting mortgage Product & Pricing Engine (PPE) capabilities**, including LOS integrations, pricing workflows, and API-driven enhancements that improved operational efficiency and user adoption.

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.
- **Launched new products by collaborating** with sales, marketing, and production teams to create cohesive, time-integrated marketing plans.
- **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.

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.
- **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

CORE COMPETENCIES

- Enterprise SaaS Platforms
- API Integrations
- Platform Modernization
- AI-Driven Product Strategy
- Agile / Scrum / SAFe
- Predictive Analytics
- Product Discovery & GTM Strategy
- Cross-Functional Leadership
- Financial & Budget Management
- KPI & Product Analytics
- Product Strategy & Roadmaps
- Core Banking Systems
- Consumer & Real Estate Lending
- Machine Learning Concepts
- Data-Driven Decision Frameworks
- Enterprise Automation Platforms
- Intelligent Workflow Automation
- Generative AI
- UX/UI & Customer Experience
- Digital Product & Marketing Strategy
- Executive Stakeholder Alignment
- Cloud & Digital Transformation
- Fintech & Financial Systems
- Lending & Credit Products
- Mortgage Technology
- Financial Institution Operations

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

- **Product & Delivery:** Jira, Aha!, ProdPad, Confluence, Miro, Agile/Scrum/SAFe
- **AI, Analytics & Data:** SQL, Power BI, Tableau, Pendo, Excel, Python, Smartsheet, Generative AI, Predictive Analytics, AI-Driven Insights, AI Workflow Automation
- **UX & Product Research:** A/B Testing, User Acceptance Testing (UAT), Figma, UX/UI, Customer Journey Mapping
- **Cloud & Engineering:** AWS, Azure, Google Cloud, GitHub, Azure DevOps, Systems Integration, API Integrations, SaaS Platforms
- **Enterprise & Financial Platforms:** Encompass, Temenos, Jack Henry, LendingPad, Turnkey Lender, Salesforce, FIS

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 | Active Through Aug 2027
- Google Cloud – Introduction to Generative AI (Completed 10/2024)
- IBM – Introduction to Hardware and Operating Systems (Completed 08/2025)
- IBM – Introduction to Software, Programming, and Databases (Completed 11/2025)