

Client Name

City, State - 000.000.0000

email - LinkedIn

Senior Director – Product & Portfolio Management
Culturally Astute Business Executive With Servant-Leader
Mindset + High Ethics & Integrity

Tactical success leading cross-functional teams, establishing product portfolio frameworks, and evolving customer growth strategy across multibillion-dollar organizations.

LARGEST TEAM: 50+ | NATIONAL OVERSIGHT | INDUSTRY: TECHNOLOGY/ECOMMERCE/DIGITAL

Senior product management leader and force multiplier experienced in building productive, collaborative, and innovative teams while leading enterprise initiatives leveraging automation and technology to deliver on the product vision. Strong cross-functional leader with demonstrated success in leading large-scale complex projects and processes across multibillion-dollar organizations. Exceptional history of driving end-to-end strategy to execution, ownership, and accountability globally. Organized and solution-oriented leader with exceptional communication skills and an unrelenting focus on customer-centricity.

SELECT LEADERSHIP COMPETENCIES

- Portfolio Management
- Product Launch Strategy
- Product Prioritization
- Strategic Partnerships
- Portfolio Performance
- Analytics-Driven Decisions
- Budgets & Investments/P&L
- Product Value Propositions
- Program Leadership
- Stakeholder Alignment
- Team Leadership
- Building Relationships
- Content Development
- Collaboration & Teamwork
- Negotiating Tradeoffs

EXECUTIVE CAREER HISTORY & HIGHLIGHTS

RealSelf INC., Seattle, WA - 2020 – Present

A \$33.2M healthcare marketplace where consumers research aesthetic treatments and connect with a network of 30K+ physicians.

Senior Director of Product Management (2021-Present)

Director of Product Management, (2020-2021)

Promoted and expanded accountability to support all product needs in RealSelf's dual-sided marketplace, focusing on consumers and medical professionals. Evolved the customer experience and revitalized efforts to support medical provider needs through access to data and metrics, providing personalized recommendations and optimization suggestions leading to increased satisfaction and lower churn rates. Identified, selected, and coordinated with third-party companies to integrate RealSelf into their software ecosystems. Collaborated cross-functionally with the Sales team to develop and launch a new revenue model, migrating providers to a simplified tiered product offering to improve customer experience. Expanded global footprint by participating in the acquisition of 2 international companies with complementary capabilities.

*"I instantly found her to be phenomenal; she was well organized, very well-spoken, and vocally self-critical. Often, when people inherit a complex product with varied performance, they quickly blame their predecessors for poor decision-making, but not Courtney. Just as I was forming my opinion on Courtney in a very positive way, another former colleague who is a CTO at a local Seattle start-up told me we got a gem in Courtney unsolicited, and boy was he right."
- James Coyle, CEO at RealSelf*

- **Achieved 65% increase in productivity** after rebuilding the Product and Engineering teams.
 - Designed, secured C-suite buy-in, and deployed a successful turnaround strategy to drive end-to-end change and increase job satisfaction across the Product and engineering teams.
 - Reduced bugs logged against new features by 85%.
 - Increased job satisfaction by 25%, with 90% of employees reporting they 'feel connected to the company and their work,' up from 60% when initially surveyed.
- **Increased traffic by over 77% through SEO optimization** and increased booked appointments by 24+% and return visitors 38+% after launching an eCommerce presence and loyalty program, introducing virtual consultations.

AMAZON.COM, Seattle, WA - 2016 - 2020

A \$386.1B multinational technology company.

Sr. Manager of Program Management, Connections (2018-2020)

Sr. Manager of New Product Initiatives, Prime Video (2017-2018)

Manager Supply Chain Product Management, Prime Video (2016-2017)

Engaged to take on additional challenges and led a newly formed business unit responsible for operationalizing innovative ideas, including enabling customers to stream live content on Prime Video. Built a cross-functional team responsible for developing a multi-year roadmap and executing a go-to-market strategy to bring Thursday Night Football and thousands of live-streaming events to the platform. Developed, presented, and won approval for a modernized organizational structure and resource investment to build systematic tooling to automate the product development process.

- **Designed the content supply chain required to launch and support Amazon Video in 242 countries** and territories globally, in 16 languages.
 - Challenged with building a new supply chain pipeline and tooling to manage movie and TV studios sending multiple pieces of content per title while maintaining 98% on-time publishing rate globally.
 - Built and led a team to deliver the solution on time (in 6 months) and enabled the post-launch continued support of a catalog of 200K+ titles with a 99.1% on-time publishing rate.
 - Delivered to keep the Quality Assurance metric ('title defect rate') at .5% or below.
- **Envisioned and built the ability to launch Thursday Night Football on Prime Video** and evolved Prime Video's live streaming operations pipeline to launch thousands of international live sporting events, including ATP Tennis, PGA Golf, NBA Basketball, English Premier League Soccer, AVP Volleyball, and MLB Baseball.

NORDSTROM.COM, Seattle, WA - 2007 - 2016

A \$15.86B American luxury department store chain.

Sr. Manager of Product Management (2013-2016)

Manager of Merchandise Operations & Education (2011-2013)

Promoted as the first employee and leader for a new organization of business, product development, and software engineering teams created to spearhead the "Item to Web" vision across Nordstrom's enterprise merchant organization, including buyer and buy planning tools, ordering, and sample acquisition technology, and supply chain operator experience tooling. Owned new programs, including Digital Asset and web Content Management tool installation, Business Process Management (event-driven workflow-based tooling), Item Information Centralization (Centralized Product Item Authoring system), automation of functionality and error handling, and Organizational Change Management. Led the team responsible for integrating the newly acquired HauteLook.com brand. Led merchandising operations to introduce customer features to drive sales at Nordstrom.com.

- **Led new team to enable a 200+% increase in product selection with faster turn times** and the launch of 18 new products across Nordstrom.com without increasing headcount.
 - Introduced Product Management as a discipline and secured buy-in from the Board for a \$15M investment requiring product managers to deliver new web capabilities.
 - Secured a third-party consulting partnership focused on operational flow/excellence mapping and change management. Introduced an extremely collaborative sprint team model to enable success.
 - Identified third-party software required to create the desired ecosystem and introduced new functionality leveraged across Nordstrom Inc., not just Nordstrom.com.
 - Improved productivity by 60% after automating previously manual activities to streamline the launch process and create visibility for project teams during the development lifecycle.
 - Achieved 80% reduction in the number of engineering resources allocated to website production.
 - Reduced return rates and increased average order size leveraging technology to sample and fit products.

ADDITIONAL NORDSTROM ROLES:

Site Merchandising Manager, Shoes (2010-2011) | Online Marketing Manager, Women's Apparel (2007-2009)

EDUCATION

Bachelor of Arts, Business Administration - University of Puget Sound

Bachelor of Arts, Political Science - University of Puget Sound