

I am a creative, strategic, and organized website manager that is able to move easily between technology and business needs. I'm recognized for my love of technology and my:

- ✓ Excellent written and oral communication skills
- ✓ Performance as an effective data analyst with an analytical mindset
- ✓ Ability to generate and promote innovative customer-centric solutions
- ✓ Experience in negotiation, leadership, project management, and building resilient teams
- ✓ Ability to think strategically and continuously deliver value for the business team
- ✓ Willingness to experiment and a bring clarity to ambiguous processes or requirements

WORK EXPERIENCE

Product Manager for Allstate's customer website

2010-Present

Allstate Insurance Company - Northbrook, Illinois

Leader and Chief Product Owner for Allstate's primary customer-facing self-service website: myaccount.allstate.com

- Continuous monthly releases containing numerous new website features and enhancements that generate significant results for the enterprise:
 - registration growth from 30% to over 70% of all policyholders
 - login growth from 200,000 to over 4 million logins per month
 - industry-wide Customer Satisfaction Index score grew from 50 to over 85 (industry average is 65)
- Currently manage and coach three Product Owners employees that each lead a SCRUM Team that is responsible for key features of website, including: registration & login assistance, billing & payments, and policy & policy changes.
- Implemented successful growth initiatives by starting small, learning quickly and delivering solutions through an agile team methodology and SAFe scaling framework.
- Developed, socialized, and implemented creative solutions to address difficult problems regarding security and privacy, drive more online usage, remove customer impediments, and reduce costly call center phone calls.
- Conducted gap analysis with competitors, user acceptance testing with customers, SWOT analysis, and effective cost benefit analysis and implemented a Weighted Shortest Job First (WSJF) methodology. Expert at Excel formulas and data analysis.
- Quickly learned and utilized a variety of applications to suit the situation, including: Confluence, WSS, Visio, JIRA, Adobe Analytics, Decibel Insights, and Photoshop.
- Understand, clearly articulate, and socialize complex problems and potential solutions through PowerPoint and other multi-media tools.

Senior Business Analyst for Allstate's Agency website

2007-2010

Allstate Insurance Company - Northbrook, Illinois

Gathered and implemented business requirements for agencygateway.allstate.com

- Led the facilitation of analysis sessions, created process documentation, and was a primary contact for project requirements and user flows.
- Introduced new features for the primary Allstate Agent application: implemented new customer policy search, integrated a household and policy summary, and added support user features.
- Advocated various new procedures to improve project processes, which assisted in improving communication and achieving key delivery dates.
- Thoroughly documented business requirements, use case specifications, functional specifications, workflows and system diagrams, and utilized a variety of usability methods.

Business Analyst Manager for Allstate's Financial customer website

2002-2007

Allstate Life Insurance Company - Northbrook, Illinois

Managed and developed the strategy and business requirements for www.accessallstate.com

- Managed the performance and workload for five website analyst employees, two located remotely.
- Responsible for the continuous growth in registration, usage, and online transactions.
- Implemented website projects that have resulted in continual growth from 100,000 sessions per month in January 2005 to over 425,000 sessions per month in 2006, which also reduced the company's operation costs dramatically. The website was consistently ranked "EXCELLENT" and among the top 3 websites by the industry monitor.
- Successfully influenced and coordinated multiple large website initiatives across multiple departments. Projects included expanding the distribution areas accessing the website, developing a system to provide custom content with minimal maintenance, and implementing new self-service transaction capabilities.
- Promoted from Business Analyst to Business Analyst Manager after only one year with the company.

Senior E-Commerce Specialist for Comark's customer websites

2001-2002

Comark, Inc. - Bloomingdale, Illinois

Designed and wrote content for www.comark.com, www.comarkg.com, www.pcwholesale.com

- Increased presence of Services Department on the websites, which increased from 11 to over 5000 unique visitors per month.
- Designed e-mail newsletters and product offers for Government & Education website, which grew its online sales from \$200,000 in 2000 to \$1.2 million in 2001, and to over \$3.6 million in 2002.
- Redesigned the entire PC Wholesale Web site, which doubled its online customers in one year.

Senior Project Specialist for CDW's customer website

2000-2001

Computer Discount Warehouse (CDW) - Vernon Hills, Illinois

Developed online marketing programs and features for www.cdw.com

- Developed growth strategy and key features for CDW's extranet program, which grew to over 60,000 active customizable extranets that generate over \$2.5 million in sales per day.
- Initiated and planned extranet campaign that generated over 10,000 new extranets with a 34% response
- Designed and developed creative content and images for extranet home page.
- Designed a user interface for a purchase authorization system that streamlined the procurement process and allowed customers to restrict their employees' buying power.
- Proficient coding in HTML, ASP, JavaScript, and SQL
- Performance bonus for delivery of highly successful online campaign after only two months with the company.

EDUCATION, CERTIFICATIONS & ACTIVITIES

- Boy Scout of America Troop 335 Scoutmaster, 2015 - Present
- Certified ScrumMaster (CSM), 2014
- Project Management Professional (PMP) – PMI, 2006 - Present
- Certified Business Analyst Professional (CBAP) – IIBA, 2008-2018
- Series 6 Securities Licensed – NASD, 2002-2007
- Associate, Customer Service (ACS) – LOMA, 1997
- Bachelor of Business Administration, Minor in Graphic Design – 1995
 - St. Norbert College, De Pere, Wisconsin (GPA 3.8/4.0)