

# Michael Thompson

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## SUMMARY

Dynamic Digital Product Manager with over 4 years of experience in driving product development and strategic initiatives within B2B environments. Proven track record in collaborating with cross-functional teams to enhance operational workflows and achieve business objectives. Adept at using data-driven insights to inform product strategy and improve user experience. Relationship-building skills cultivate a collaborative environment among diverse stakeholders, yielding effective results. Committed to continuous improvement, strategizing iterative enhancements that align product delivery with team goals while consistently communicating with all levels of senior leadership.

## EXPERIENCE

### Digital Product Manager

January 2023 - Present

Tech Innovations LLC

*Naperville, IL*

Oversee the product roadmap focused on maximizing sales performance and operational gains. Collaborate effectively with engineering team to translate business needs into actionable requirements. Identify process inefficiencies and drive improvements that enhance team productivity. Foster clear communication about product priorities, ensuring alignment with leadership and clarity.

- Lead the product roadmap for multiple projects aimed at optimizing sales and operational efficiency.
- Collaborate with engineering teams to translate business needs into actionable product requirements.
- Drive iterative improvements by identifying process inefficiencies and proposing strategic solutions.
- Communicate product priorities and progress to senior leadership, ensuring alignment on goals.

### Associate Product Manager

June 2021 - December 2022

NextGen Solutions

*Champaign, IL*

Managed full product lifecycle from concept to launch with intense focus on user-centric designs. Coordinated with various departments to ensure productive project execution while enhancing competitive edge through strong market positioning. Delivered engaging go-to-market strategies in collaboration with marketing teams.

- Assisted in managing product lifecycle from concept to launch, focusing on user-centric design.
- Conducted market research to inform product development and enhance competitive positioning.
- Coordinated with marketing teams to develop go-to-market strategies and promotional materials.

### Product Management Intern

May 2020 - August 2020

Future Tech Enterprises

*Peoria, IL*

Supported product management team by developing specifications and gathering user insights. Participated in cross-function discussion to fully integrate features aligning with company strategies. Gathered crucial feedback during testing to shape better product offerings.

- Supported the product management team in developing product specifications and user stories.
- Participated in cross-functional meetings to align product features with business strategy.
- Conducted user testing sessions and gathered feedback to refine product offerings.

## LEADERSHIP & AWARDS

- Certified Scrum Product Owner (CSPO) - 2022
- Recognized as Employee of the Month for sustained performance excellence in September 2023

## EDUCATION

### Bachelor's Degree in Business Administration

2021

University of Illinois GPA: 3.5

*Champaign, IL*

**Coursework:** Marketing Strategies, Project Management, Data Analytics, User Experience Design

## CERTIFICATIONS

- Certified Scrum Product Owner (CSPO) 📅 2022
- Google Analytics Certification 📅 2023

## TECHNICAL SKILLS

- **Product Management Tools:** Jira, Trello, Asana
- **Analytics Tools:** Google Analytics, Tableau, Excel
- **Development Phases:** Agile, Waterfall, Lean
- **Collaboration Platforms:** Slack, Microsoft Teams, Zoom

- **User Testing Methods:** A/B Testing, Surveys, Focus Groups
- **Design Tools:** Figma, InVision, Adobe XD
- **Market Research Tools:** SEMrush, SurveyMonkey, Statista
- **Presentation Software:** PowerPoint, Keynote, Canva
- **Feedback Collection:** Typeform, Google Forms, UserTesting
- **Business Intelligence:** Looker, Power BI, Sisense

**SKILLS**

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- Product Management
- User Experience Design
- User Testing
- Communication Skills
- Agile Methodologies
- Risk Management
- Process Improvement
- Project Lifecycle Management
- Stakeholder Engagement
- Market Research
- Strategic Planning
- Continuous Improvement
- Data Analysis
- Go-to-Market Strategy
- Cross-Functional Teamwork
- Problem Solving

**PROFESSIONAL AFFILIATIONS**

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- Member, Product Management Association
- Participant, Local Startup Mentorship Program

**LANGUAGES**

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- English (Native)
- Spanish (Intermediate)

**ADDITIONAL INFORMATION**

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**Work Status** : Authorized to work in United States. No sponsorship required.

**REFERENCES**

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AVAILABLE ON REQUEST