

CAITLYN SMITH

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PRODUCT, PROGRAM AND PROCESS PROFESSIONAL

Caitlyn Smith is a **3-for-1 special** of **Product Manager, Program Manager** and **Operations Manager** with **10+ years** at Fortune 500 companies delivering results. As a **“Chief Gap Filler”**, she routinely steps up to **solve problems**, seize **new business opportunities** or upskill in order to **fill team needs** for which there is no bandwidth.

As a Product Manager, she’s helmed customer facing products resulting in **93.5% increase** in mobile revenue, as well as internal tools that saved **\$1 million** annually in lost productivity. As a Program/Project Manager she’s led cross-functional teams that have taken on technological innovations never seen in the SVOD space, while growing subscribers by **277%**. For more examples, see her portfolio at CMSProductProfessional.com.

EXPERIENCE BY YEARS

- **Product Management** : 7 years
- **Program Management**: 8 years
- **Project Management**: 13 years
- **People Management** : 3 years
- **Data Analysis/Business Strategy** : 3 years
- **Product Design Management** : 4 years

EDUCATION

University of Illinois at Urbana Champaign - Masters of Business Administration (**MBA**) **2019 - 2021**

Specialties: Digital Marketing, Strategic Leadership, Innovation

Pennsylvania State University - Bachelor of Arts (**B.A.**) **2008 - 2013**

Majors: International Studies, Film/Video Studies | Minors: German, Japanese

SKILLS

- **Management**: Agile Methodology, Managing SCRUM & Cross-functional Teams, Vendor Management
- **Tools**: JIRA, Confluence, Trello, Smartsheet, Workfront, Tableau, Lucidchart, Figma, Chat GPT, Copilot, Azure (AI)
- **Specialties**: B2B / B2C, SaaS Products, eCommerce, Internal Tools, Video-on-Demand (VOD), Product Design
- **Soft Skills**: Financial Forecasting, Executive Presentations, Risk Mitigation, Software Architecture, Data Analysis

PROFESSIONAL EXPERIENCE

Product Manager 2 [Contract] **INTUIT** **06/2023 - 06/ 2024**

- Drive feature capability roadmap, status updates & launches for feature launches across all capabilities in QuickBooks Online Advanced in Canada, UK and Australia
- Oversee international launches for features and enhancements such as Fixed Assets, Spreadsheet Sync, Revenue Recognition, Roles Based Access Controls & more
- Collaborate with customer success and product marketing leads on value propositions, timelines & communications plans

eCommerce Product Manager **ZOOM** **08/2021 - 02/ 2023**

- Own strategy, roadmap, development & marketing strategy for Meetings, Add-Ons & Mobile
- Create and drive a Mobile Buy Flow Proof of Concept, resulting in 93.8% growth of mobile revenue and doubling of conversion rate within 6 months
- Exceed KPIs by 250% and won customer focused award
- Advocated for best customer experience by developing first ever user personas, and performing first ever user testing

Growth Project Manager, Product Design **Disney+** **12/2019 - 08/ 2021**

- In absence of manager, act as team leader, including mentorship, navigating difficult conversations & team building
- Act as product manager in absence of one, translating technical and business requirements into actionable epics and user stories
- Oversee Disney+ Growth design roadmap, including resource allocation, writing requirements, retros, scoping and more
- Groom & maintain Disney+ backlog using Agile methodology

Project Manager, Platforms **MARVEL** **07/2016 - 12/ 2019**

- Promoted to Project Manager from Assoc. Project Manager
- Oversee day-to-day responsibilities and performance of contractors, leading to full time hiring
- Create, obtain approval for and operationalize a fully automated approval system from scratch, used by the company for 8 years
- Define & manage processes/metrics for TWDC digital licensing
- Act as Product Manager for all Digital Licensed Products

Additional Experience not listed (details available upon request): ESPN, Dreamworks Animation SKG, Nickelodeon