

# ERICA HAYBRON

PRODUCT MANAGER

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Brooklyn, NY

## EDUCATION

### NORTHWESTERN UNIVERSITY

Bachelor of Mathematics  
Chinese Language and Culture Minor  
Chicago, 2015

## DOMAIN EXPERTISE

- Product Innovation Strategy
- Agile Methodologies
- Design Thinking Methodologies
- Responsible AI
- Intake & Governance
- CMS (Adobe Experience Manager, Oracle WebCenter Sites, Drupal)
- eCommerce (hybris)
- Program Management (JIRA, Rally)

## CERTIFICATIONS

### SAFE PRODUCT OWNER / PRODUCT MANAGER

Scaled Agile Framework/ 2017

### CERTIFIED SCRUM MASTER

Scrum Alliance/ 2015

## PROFILE

I strive to create delightful customer experiences by investigating and innovating against industry trends and by focusing on customer needs to drive product vision. I thrive in fast-paced, Agile environments that demand critical thinking and creative solutions. I am looking to take my skills to an impactful start-up to define and deliver innovative, strategic products.

## RELEVANT EXPERIENCE

### ACCENTURE/ PRODUCT MANAGER/ JULY 2015 - PRESENT

[Top two cable provider/ Scrum Master, proxy Product Owner/ April 2018 – August 2019](#)

Served as a Scrum Master for a platform team developing an AI Chatbot, and as a proxy Product Owner during a staffing transition, delivered a custom Skills Kit for client stakeholders to train NLP with new utterances, intents, and content – which served as a foundational prototype for iterations of the tool.

- Created customer journey maps and delivered pilot plan for machine learning video platform to be executed by client stakeholder.
- Led Scrum ceremonies for a 12 person DevOps team.
- Implemented a program feature planning process, which resulted in backlog depth increase, on average, by 130% which led to improved feature and story quality.

[Top four cellular service provider/ Product Owner/ October 2017 – March 2018](#)

Owned and created end-to-end governance process of the product – a new enterprise-wide design resource guide – for +20 design and development teams.

- Conducted +25 stakeholder interviews with clients, identifying pain points and collecting research to support product strategy, which was leveraged to create a four-month roadmap.
- Facilitated design thinking sessions to brainstorm solutions for coordinating launch and identifying new feature opportunities.
- Managed cross-functional coordination and execution of launch activities.

[Top two cable provider/ Product Analyst/ August 2016 – March 2017](#)

Helped execute the development and launch of a new eCommerce product – supporting several product managers across a variety of channels: Communications, Digital Experience, and Call Center.

- Owned the creation and delivery of 105 support articles and managed the work of three copywriters from a third-party vendor.
- Worked closely with client Director to set two-year digital Support experience product vision, and assisted backlog grooming sessions, contributing to feature prioritization.

## SKILLS

- Storyboarding & Wireframes
- Journey Mapping
- Functional Requirements
- UX/UI Design Principles
- User Research & Testing
- Data Analysis
- Cross-functional Collaboration
- Stakeholder Management
- Critical Thinking & Problem Solving
- Written & Verbal Communication