

Rourke Lowe - Product Manager

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Professional Journey

Product Manager | Smart Solution | 2022 - Present

Transforming how credit unions compete in modern banking through strategic product development. Lead cross functional teams to architect, build, deploy, and market a digital workflow system increasing customer acquisition by 15%, retention by 20%, and reducing process times by 70%. Built a document management platform generating \$100k in annual revenue by solving core operational challenges. Leading iterative product development cycles based on data analysis and client feedback.

Founder & Managing Director | Favourite Library | 2022 - Present

Leading a new age music label supporting artist development through systematic growth frameworks. Advising portfolio of 5 artists, creating scalable systems that have driven 10x increase in artist engagement and success metrics. Organize and MC music events in unique locations around the city (only ever sold out).

Senior Finance Operations & Partnerships | Clearco | 2019 - 2021

Adapted with Clearco during the hyper growth phase. Pioneered new partnership channels delivering \$72k ARR in first 9 months through definition and creation of Fractional CFO & Accounting channels. Transitioned to managing \$46M across 9 departments as the company scaled from 240 to 500 employees, drastically improving departmental financial reporting, cutting delivery time from 31 to 5 days.

Growth Product | Peersight | 2018-2019

Architected comprehensive growth strategy for an emerging edtech platform. Implemented programmatic SEO system reaching 2,000 new users weekly while building viral loops generating 500 weekly content submissions.

Founder | ConcertConnect | 2016 - 2018

First entrepreneurial venture. Built a platform connecting emerging artists with performance venues, learning invaluable lessons about product-market fit and user research.

EDUCATION & DEVELOPMENT

Product Management Certificate | BrainStation | 2022

Information Systems & Data Science | Concordia University | 2018

International Baccalaureate | Colonel By Secondary School | 2013

CREATIVE & TECHNICAL PURSUITS

Prompt Engineering: Build tools to support artists leveraging AI

Science Fiction Writer: Exploring inner and outer worlds through storytelling

DJ: Curating musical journeys across genres