Sam Lynch

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PRODUCT MANAGER

Customer-focused Product Manager with extensive experience in digital publishing and educational courseware products. In-depth knowledge of solutions for product search and user onboarding. Demonstrated success in spearheading products that enable cost savings, efficiencies and customer satisfaction. Strong team collaborator comfortable with numerous Agile project management methodologies.

KEY SKILLS

Product Vision | Product Strategy | Product Roadmaps | Cross-functional Leadership | Stakeholder Presentations |Verbal and Written Communication | Competitor Analysis | User Testing and Analysis | Product Owner | Sprint Planning | SAFe | Backlog Grooming and Management | Agile Methodologies | Agile Project Management | Performance Metrics | Market Research | User Stories

UX: User research | User interviews | Prototype testing | Lo-Fi Hi-Fi designs| User journeys | Wireframes
Technical: CSS | SASS | LESS | HTML | XHTML | XML | Git | ePub | mobi | eBook | Microsoft Office Suite (Word | Excel | PowerPoint) | Figma | Invision | Adobe XD

EXPERIENCE

Wiley, Hoboken, NJ (Remote)   **July 2022 – November 2023**
Product Manager
Product Manager for user onboarding and product search in higher educational content
- Launched the product search tool for the Wiley Learning App, allowing Wiley customers to discover over 12,000 eBook products. This supported the launch of Wiley's proprietary eText platform, resulting in annual savings of over $4 million in third-party platform licensing fees.
- Collaborated with UX and Customer Success Managers to enhance in-app messaging and guidance to students, resulting in a 30% reduction in customer support queries for WileyPLUS in FY2023.3
- Managed user onboarding for students and instructors using Wiley courseware. Oversaw the development of a new login application used by over 2,000 new customers, reducing the wait time for instructor account approval by 66%.
- Coordinated with product development and marketing to build a new self-study platform, migrating over 200 test-prep products from multiple legacy systems resulting in annual savings of $960,000.

Pearson, Boston, MA (Remote)   **2016 – 2022**
Product Manager, November 2021 – July 2022
Product Manager for the user dashboard and eBook export on Pearson's digital publishing platform
- Delivered a comprehensive redesign of the Bronte user workspace, resulting in a 75% reduction in the user journey from login to project access for over 4,500 Pearson employees and 3rd part vendors.
- Managed a cross-team effort to develop an ePub export tool, enabling users to export WCAG compliant eBook products for over 1,500 higher education titles.
- Led the effort to establish user permission sets which helped to provide a personalized onboarding experience to over 2,500 new users, as well as minimized the opportunity for errors on 1,000s of products.

Creative Technologist, June 2016 – November 2021
Transitioned from Lead Developer to Product Manager for Pearson's Revel platform
- Led the development of Pearson's Print-On-Demand publication tool, shaping the product strategy,
- roadmap, and vision. This tool enabled editors to export print-ready PDFs in a digital-first workflow, delivering annual cost savings exceeding $400,000.
- Collaborated with product operations to establish comprehensive vendor onboarding, user flows, and code guidelines, resulting in a 55% reduction in labor for the conversion of over 25,000 legacy products.
- Managed over 20 content design CSS themes used across 1,500+ higher education titles.

O'Reilly Media, Boston, MA   **September 2012 – June 2016**
Digital Production Editor
Production engineer, specializing in computer coding tech books
- Managed the complete lifecycle of technical books through all stages of production, working with authors, editors, and vendors on tight schedules.
- Developed and maintained custom CSS/SASS design themes to visually align print and eBook products.

EDUCATION

Bachelors of Arts (B.A.) in New Media - Minor in Art History
Focus on computer science and animation
University of Maine, Orono, ME

UX/UI Design Certificate - 6-month bootcamp (2021 – 2022)
Columbia Engineering