

## Contact

rossfortney@gmail.com

www.linkedin.com/in/rossfortney  
(LinkedIn)

## Top Skills

Software Testing

Product Management

Needs Analysis

## Certifications

Certified Tester, Foundation Level

Yellow Belt of Six Sigma  
Methodology

Product Manager Certificate

## Honors-Awards

Horizons Leadership Retreat

University of Puget Sound Dean's  
Scholarship

Dan Matthewson Emerging Leader  
Award

Sales Achievement Award

Sales Achievement Award

# Ross Fortney

Product Leader | Fintech & Banking Innovation | Data & Python |  
Digital Strategy  
San Francisco Bay Area

## Summary

I believe the best products don't just meet requirements—they solve real problems, create value, and enhance user experiences. With a background spanning product management, sales, customer success, and quality assurance, I bring a holistic, end-to-end perspective to product development. I've worked across industries like fintech, SaaS, and digital banking, leading teams through strategy, execution, and market adoption.

Some of my key areas of expertise include:

- Product Strategy & Roadmaps – Driving alignment between business goals, customer needs, and technology.
- Data-Driven Decision Making – Leveraging analytics, automation, and customer insights to optimize growth.
- Digital Transformation – Implementing modern technologies to streamline operations and improve user experience.
- Pricing & Revenue Optimization – Developing strategic pricing models that drive profitability and adoption.
- AI & Automation – Integrating machine learning, fraud prevention, and workflow automation to enhance efficiency.

I thrive in environments where innovation, speed, and execution come together. Whether it's building a new feature, refining a pricing model, or launching a customer feedback loop, I'm passionate about delivering tangible results.

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## Experience

Bank of Marin

Assistant Vice President, Product Manager

June 2023 - Present (2 years 3 months)

Novato, California, United States

Tivix, Inc.

1 year 4 months

Product Manager

January 2023 - June 2023 (6 months)

San Francisco, California, United States

- Led end-to-end product discovery, design, and launch for multiple fintech and sustainability clients, overseeing market research, UI/UX, and go-to-market strategy while serving as the primary client relationship manager and engagement team leader.
- Advised a firm on a seven-figure RFP, driving product discovery, development, and launch of their first e-commerce platform. The platform exceeded sales projections, generating over six figures in revenue within the first quarter.
- Conducted user interviews and analytics for a sales platform overhaul, leading to a 10% increase in quote requests and 15% growth in monthly active users.
- Trained internal product teams on behavior-driven development (BDD) and feature prioritization using the ICE method, reducing post-launch hotfixes by 20%.
- Consulted on the launch of a financial health and credit reporting tool, driving increased customer engagement and adoption.

Associate Product Manager

March 2022 - January 2023 (11 months)

San Francisco Bay Area

Lagunitas Brewing Company

4 years 7 months

Software QA Manager

August 2018 - March 2022 (3 years 8 months)

Petaluma, CA

- Product owner of proprietary enterprise apps, including a CRM platform, B2B order management system, and automated brewery operations system.
- Oversaw needs analysis, development and launch of a mobile app for marketing events, integrating it into sales and promotional strategies.

- Implemented API integration with Drizly's e-commerce platform, unlocking new sales channels.
- Optimized the distributor ordering platform, improving shipment efficiency by 12% through workflow automation and user experience enhancements.

#### Software QA Analyst

September 2017 - August 2018 (1 year)

Petaluma

#### Wind River

4 years

#### Account Executive

May 2016 - May 2017 (1 year 1 month)

Alameda, CA

#### Associate Account Executive

June 2014 - June 2016 (2 years 1 month)

Alameda, CA

#### Sales Development Representative

June 2013 - June 2014 (1 year 1 month)

Alameda, CA

#### Blackhawk Apps LLC

Partner

November 2012 - June 2015 (2 years 8 months)

San Ramon, CA

#### Sungevity

1 year 5 months

#### Technical Sales Associate

October 2011 - November 2012 (1 year 2 months)

Oakland, California

#### New Employee Orientation Coordinator

July 2011 - September 2011 (3 months)

#### LGES - Cleantech Leadership Solutions

Research Associate  
June 2008 - May 2011 (3 years)  
San Ramon, CA

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## Education

University of Puget Sound  
Bachelor's Degree, Business Management, International Political  
Economy · (2007 - 2011)

Product School  
Product Management Certification, Product Management · (September  
2021 - November 2021)

General Assembly  
Data Science Program · (2016 - 2017)

De La Salle High School  
High School · (2004 - 2007)