

# Cameren Smith

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## SUMMARY

**Product Manager focused on organizational enablement, governance, and cross-functional execution at scale.** Experienced establishing PMO standards, facilitating enterprise workshops, aligning roadmap strategy to revenue goals, and empowering engineering and GTM teams through structured planning, dependency mapping, and agile governance. Known for building clarity across ambiguity and driving alignment across product, engineering, marketing, legal, and customer success.

## CORE SKILLS

Product Strategy & Roadmap Ownership  
Platform & Backend Capability Leadership (APIs, IAM, Pricing Systems)  
Revenue-Aligned Portfolio Planning (ARR, Prioritization, Investment Tradeoffs)  
Cross-Functional Leadership & Stakeholder Alignment  
PMO Governance & Operating Model Design  
PI Planning, Dependency Mapping & Agile Facilitation  
KPI Definition, Experimentation & Data-Driven Prioritization  
Enterprise Modernization & Scalability Initiatives  
AI-Enabled Workflow Optimization  
Organizational Enablement & Team Empowerment

## EXPERIENCE

### Product Manager

Mothers to Daughters 501(c)(3)

November 2025 - Present

- Led end-to-end product strategy and execution for a multi-surface platform ecosystem, overseeing development of **authentication systems, pricing engine infrastructure, backend services, and design system governance** to support scalable community growth toward **100K members**.
- Established a structured **product operating model** across **10 cross-functional contributors**, defining RACI ownership, documentation standards, roadmap cadences, and delivery accountability.
- Facilitated recurring **product planning workshops, roadmap reviews, and prioritization sessions**, aligning engineering, design, and growth initiatives around measurable acquisition and engagement targets (5,000+ monthly visits).
- Defined governance standards for **security, access control, and architectural consistency**, ensuring scalable backend and frontend integration across web and mobile experiences.
- Built and implemented a **KPI-driven growth roadmap**, connecting funnel analytics, app downloads, and engagement metrics to phased release planning and iteration strategy.
- Introduced automated QA and performance monitoring practices, reinforcing accessibility (WCAG) and quality standards across releases.

### Product Manager

Simpson Strong-Tie

October 2022 - October 2025, Remote

- Owned the **Platform Services portfolio** across **28+ enterprise applications**, defining strategy and roadmap for **backend shared services, API lifecycle management, authentication/IAM, and pricing engine capabilities** to enable scalable, secure cross-application integration.
- Established recurring **Product Office Hours** and stakeholder intake forums, reducing prioritization ambiguity and improving transparency across **engineering, GTM, legal, and customer success partners**.
- Facilitated **quarterly PI Planning sessions** and structured **dependency mapping workshops** across **3 cross-functional teams**, improving cross-team visibility and reducing delivery bottlenecks.
- Built and socialized platform-wide **governance standards** covering accessibility (WCAG), architectural guidelines, and documentation practices to ensure scalable and compliant product delivery.
- Partnered with GTM leadership to coordinate **release readiness, enablement, and positioning**, aligning platform launches to revenue-driving initiatives and enterprise adoption milestones.
- Designed and deployed **AI-powered intake automation**, reducing intake-to-start cycle time by **30%** and improving sprint predictability across multiple squads.
- Integrated Jira execution workflows with **ARR planning systems**, improving portfolio-level visibility and driving **50%+ operational efficiency gains tied to revenue targets**.

### Product Owner

Maven Solutions

March 2022 - September 2022

- Led transition from legacy desktop application to **multi-tenant cloud platform**, enabling expansion into **3 institutional school districts** and supporting 500+ student users.

- Owned product roadmap and backlog prioritization across web and mobile initiatives, aligning feature delivery to institutional adoption and scalability goals.
- Facilitated sprint planning, retrospectives, and cross-functional workshops, improving delivery predictability and reinforcing continuous improvement practices.

## Customer Success Manager

Soar

December 2021 - September 2022, Remote

- Managed 20+ accounts (\$5K–\$6K ACV), tracking TTFV, adoption, CSAT, and NPS.
- Reduced churn by 18% in Q1 through proactive engagement and value reviews.
- Drove 25% new-customer growth in Q2 via referrals and enterprise outreach (Anker, Eek! Games).

## Customer Success Engineer

XL.net

September 2021 - December 2021, Remote

- Partnered with Customer Success Managers to optimize client-facing web properties, leveraging HTML/CSS/JavaScript to improve site performance, accessibility (WCAG), and user experience, increasing client satisfaction and reducing friction in delivery.
- Diagnosed and resolved frontend performance issues and light infrastructure/networking defects, reducing engineering escalation volume by 15% and accelerating issue resolution cycles.

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## PROJECT

### Owner

Open Eco · [www.open-eco.org/](http://www.open-eco.org/)

- Built an open-source climate-accounting SaaS platform featuring real-time emissions tracking, forecasting, and LLaMa-powered AI reporting for SMB compliance workflows.

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## EDUCATION

### Bachelor's in Management Information Systems

University of Wisconsin-Milwaukee · Milwaukee, WI · 2015

- International Business Certificate

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## CERTIFICATIONS

### AI for Product Management

Pendo.io · 2025

### Professional Scrum Product Owner II

scrum.org · 2024

### Professional Scrum with User Experience

scrum.org · 2023

### Certified Jira Administrator ACP-120

Atlassian · 2022

### ICAgile Team Facilitator

ICAgile · 2022

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## INVOLVEMENT

### UX Engineer

Free For Charity · undefined -

### UX Engineer

Koenig Childhood Cancer Foundation · undefined -