



Cam Smith

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Summary

I'm a technical product owner and AI enthusiast specializing in agile scrum and delivering user-centered experiences at scale. As an empathetic people-leader, I commit myself to upholding the scrum values while shipping enterprise solutions that align UI/UX designers, dev, and business strategy. With over 4 years of combined business development and product management experience and a proven track record of delivery, let's chat to see if the stars align!

Recent Experience

Product Manager, Simpson Strong-Tie, Remote

Oct 2022 — 2025

Delivered a multi-layered design system that reduced design-to-development hand-off time by ~20%, with nearly 30% LOC reduction with reusable components and CSS variables, and created a cohesive, scalable brand experience across platforms.

- Authored vision and roadmap for 10+ product and marketing teams, and major external stakeholders.
- Guided teams through multiphase rollout layers: Assets, Processes and Documentation
- Coordinated buildout of 50+ Figma Components & recipes, C# Blazor, and React.js counterparts
- Custom-built AI-assisted Figma Plug-in turned 100s of variables and templates into readymade Product Design mockups
- Highly documented persona research and AB-tests to ensure user-centered product development.
- Partnered with internal product, marketing, sales, and UX research on integration for Net-New and Legacy Products
- Managed day-to-day product operations across Jira, Confluence, SonarQube, GitHub, and Dragonboat.

Product Manager (1099), Maven Solutions, Remote

Mar 2022 — Sep 2022

- Reduced new-user onboarding time by nearly 30% through SSR optimization and intuitive UI/UX implementation, refining curricula categories and certification workflows.
- Led two feature teams in SAFe framework, hosting scrum ceremonies to enhance delivery predictability and continuous improvement.
- Managed Jira backlog and roadmap prioritized by impact and business value, ensuring alignment with project goals.
- Implemented workflow automations via ScriptRunner, reducing lead time by 5-6% and increasing efficiency.
- Helped shore up Documentation issues in the Learner Portal

Business Development Manager (1099), SOAR, Remote

Dec 2021 — Sep 2022

- Drove 10% new client growth within first 5 months through metrics-based strategies using NPS and CSAT.
- Reduced churn by 20% via proactive outreach, continuous value tracking, and collaborative product team meetings.
- Leveraged analytics to identify business opportunities, boosting AAV by 12% and enhancing customer health metrics.

Customer Success Engineer, XL.net, Remote

Sep 2021 — Jan 2022

- Partnered with Account and Support teams to surface recurring client pain points, contributing to SPA and platform stability improvements.
- Delivered training and documentation for customers, reducing support ticket volume by 15% through improved self-service resources

Database Administrator, Symmetry, Milwaukee, WI

Jan 2020 — Sep 2021

- Managed and optimized SQL Server databases, performing regular maintenance, indexing, and query tuning to ensure peak performance and uptime.
- Implemented and monitored automated backup and recovery systems, achieving 99.9% data integrity and reducing restore times by 30%.
- Performed deduplication routines and database cleanup to minimize storage overhead and improve efficiency across multiple environments.
- Executed snapshot and reimage procedures to safeguard production data and enable rapid rollback during critical system updates.

Education

B.Sc. – Management information Systems, University of Wisconsin–Milwaukee, Milwaukee

2012 — 2015

Industry Certifications

AI for Product Management: 2025

scrum.org PSPO II: 2024

scrum.org: Professional Scrum with User Experience: 2023

ICAgile Team Facilitator: 2022

ICAgile Certified Professional: 2022

scrum.org Professional Scrum Master I: 2022

Atlassian Certified Jira Administrator: 2022