Cam Smith

Product Manager

Summary

Technical Product Manager / Product Owner specializing in agile scrum, visioneering, platform rollouts, and user-driven product delivery. Leads cross-functional tripod teams—design, development, and product—to ship enterprise-level solutions that align UX, engineering, and business goals. Skilled in driving velocity and accountability through metrics: leveraged SonarQube development data to improve sprint estimates by 20% and achieve a 33% more incremental output, shipping on a two-week release cadence.

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Skills

Product Strategy & Roadmapping
Agile / Scrum / SAFe Methodologies
Cross-Functional Leadership (Design + Dev + PM)
Backlog Management & User Story Writing
Stakeholder Management & Negotiation
UX Research & Persona Development
Market & Competitive Analysis
Data-Driven Decision Making & KPI Tracking
Go-to-Market Planning
Jira / Confluence Administration
HTML/CSS/JS
Python Automation & Scripting

Recent Employment

Product Manager at Simpson Strong-Tie, Remote (Pleasanton, CA)

Oct 2022 — Present

Led product management and design system transformation efforts across the enterprise.

- Transformed corporate branding and digital identity through a brand-forward design system adopted by 10+ product and marketing teams.
- Owned and prioritized the product backlog; authored user stories and acceptance criteria for sprint readiness.
- Facilitated agile ceremonies, mentoring product and UX teams in agile discipline.
- Defined product vision and roadmap aligning with business objectives through PI planning.
- Conducted persona research and validation loops to ensure user-centered feature development.
- Partnered with marketing, sales, and UX research for go-to-market strategy and competitive analysis.
- Presented ROI and KPI updates to leadership, enabling data-driven prioritization.
- Used Jira, Confluence, Sonarqube, Github, DragonBoat daily for product operations.

Key Outcome: Rolled out a multi-layer design system reducing design-to-development handoff time by ~25% and unifying brand experience.

Product Manager at Maven Solutions, Remote (Austin, TX)

Dec 2021 — Sep 2022

- Defined product vision and multi-phase roadmap covering curricula, licensing trackers, and certification workflows.
- Led agile ceremonies maintaining backlog health and delivery predictability.
- Developed personas and validated UX flows through stakeholder interviews.
- Conducted market and competitive research for feature prioritization for the Trainable platform.
- Coordinated cross-functional teams for cohesive release cycles.
- Implemented automations and facilitated design-system adoption workshops.

Key Outcome: Reduced net-new user onboarding time by 30% via streamlining UI/UX building with the Z-Scan pattern on platform.

Education

University of Wisconsin–Milwaukee at Milwaukee

B.Sc. – IT Project Management
2012 — 2015