

# Cam Smith

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50 Christopher Columbus Drive, Jersey City, New Jersey 07302

cameren.e.smith@gmail.com | (262) 751-2396

## Summary

I am a Product Manager with a proven track record in various industries. I pride myself on having a self-starter mentality, with documentation-forward, user-driven product rollouts, all delivered in measurable increments. I've successfully rolled out an enterprise-wide multi-layer corporate design system. Skilled at leading cross-functional teams of designers, developers, researchers and UX engineers, as well as negotiating stakeholder relationships, roadmaps, and driving on-time milestones that align with overall business goals.

## Core Skills

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| - Product Strategy & Roadmapping          | - Cross-Functional Collaboration                 |
| - Agile Methodologies (Scrum, Kanban)     | - Stakeholder Management & Negotiation           |
| - Backlog Management & User Story Writing | - Data-Driven Decision Making & Metrics Tracking |
| - Persona Development & User Research     | - Go-to-Market Planning & Launch Execution       |
| - Market & Competitive Analysis           |  |

## Recent Experience

### Product Manager | Simpson Strong-Tie

*Oct 2022 – Present*

- Own and continuously groom the product backlog: prioritize PBIs, write user stories & acceptance criteria, ensure sprint readiness for my development team.
- Facilitate or co-facilitate agile ceremonies (sprint planning, stand-ups, refinement, retrospectives) and define team roles and responsibilities.
- Communicate product vision and guide our roadmap; align feature delivery to strategic business objectives, through short-to-mid PI planning with feature teams (SAFE) to longer-term targets
- Craft personas and conduct user research loops to validate features and capture internal customer needs

- Go-to-market planning with marketing, training with sales engineers, and work with UX researchers to perform competitive analyses to guide product differentiation and pricing strategies
- Present bite-sized, consistent updates to leadership to help understand anchors, market forces, ROI, time-to-market, time-to-value, value-adds and trade-offs with one or many features.
- Administer UX team operations: build Jira and Confluence automations, facilitate org-wide retrospectives, building training documentation for continuous learning, and agile coaching
- Act as primary liaison between the product team, leadership and stakeholders: negotiate scope, set timelines, and report on KPIs and risks
- Create and uphold the standard of Definition of Ready and Definition of Done

## **Product Manager | Maven Solutions**

*Dec 2021 – Sep 2022*

- Owned the Trainable app backlog for onboarding insurance agents across P&C, life, health & benefits sub-verticals
- Led sprint planning, daily stand-ups, backlog refinement, and retrospectives; established team working agreements
- Defined product vision & multi-phase roadmap: customizable curricula, licensing trackers, certification workflows
- Developed detailed personas and ran stakeholder interviews with agency managers and trainees to validate UX flows
- Conducted market research on onboarding platforms and insurtech trends; surfaced insights to shape feature set and pricing
- Coordinated cross-functional teams (UX, engineering, content, marketing, sales, operations) to deliver seamless learning experiences
- Built lesson-scheduling automations; facilitated design-system adoption workshops for content authors
- Liaised with executives and external partners: negotiated scope/timeframes and presented metrics (completion rates, NPS)
- Managed launches: drafted release notes, created training guides, and partnered with customer success for roll-out
- Mentored team on data-driven decision making and agile discipline; optimized workflows based on KPI analysis

## **Education & Certifications**

**B.Sc., IT Project Management | University of Wisconsin–Milwaukee, 2015**

- Professional Scrum Product Owner II (PSPO II)
- Professional Scrum Master (PSM)
- ICAgile Team Facilitator
- Scrum with User Experience (PSU)
- Jira Administrator Certification