

# KRISTI GORDON

## PRODUCT MANAGER

### EXPERIENCE

#### MICROSOFT

Product Manager

Redmond, Washington  
Feb. 2021 to Current

- Experience using data science, agile, software design and UX to drive results
- Ability to create, develop and deliver features/products while using a customer-driven approach and working within an international team.

#### VITAL TECH SERVICES

Assistant Director

Detroit, Michigan  
Feb. 2017 to Nov. 2017

- Concept and feature creation of the web-based 3D modeling asset management platform – Hard Hat Technologies.
- Management of the engineering team and growth of the company while supervising its three locations.
- Planned vendor events and ran demonstrations to explain the technology of the product while increasing sales and new client acquisition rates.

#### UNITEDLEX

Senior Associate

Columbus, Ohio  
Jan. 2019 to Feb. 2021

- Deep knowledge optimizing searches through algorithm-based functions to organize millions of documents for review by large teams of attorneys.
- Combining tech, legal expertise, and process automation to achieve lower cost and higher operational performance through each phase of litigation.

#### KAPLAN BAR REVIEW

Midwest Regional Director

Columbus, Ohio  
Oct. 2017 to Jan. 2019

- Managed over 250 student representatives across 18 schools in a large region consisting 5 states, with sales goals reaching over 500k.
- Increased sales numbers by 16% over prior year while working a region previously handled by two directors.
- Created features and learning platforms for future app updates and software launches.

#### Rocket Profit

Founder

- Website, logo, and business card design in addition to business consulting and the creation of advertising campaigns.
- Held presentations in front of companies like Ford, DTE Energy, Panera, and various venture capitalist firms on behalf of my clients.

### SKILLS

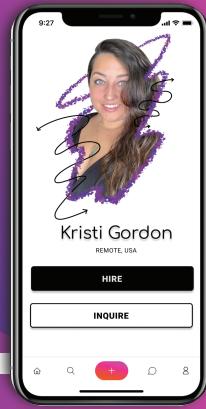
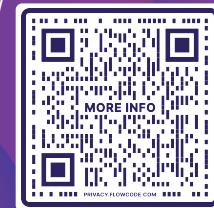
#### Product Manager:

- Outlined product vision for large scope Azure Cloud project resulting in a 40% decrease in commodity component maintenance.
- Interface with a team of 35+ engineers to bring concepts to release across multiple areas.
- Generate user feedback and analyze it to make data-driven decisions resulting in better outcomes and less friction between teams.
- Responsible for the strategic planning, research, analysis, QA testing, and release of my team's many products within Cloud+AI.

#### Management:

- LEAP Diversity Program Mentor – I mentor five product managers twice a year for four months.
- UnitedLex: Led a team of 50+ attorneys through a 5 state multi-billion-dollar litigation effort.
- At Kaplan Bar Review, I had 250+ reports consisting of employees and students with responsibility for revenue and public perception in 5 states at 18 schools.

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### EDUCATION

#### Master's of Data Analytics

Western Governor's University- Washington

2021 to 2022

#### Doctorate of Law

Ohio Northern College of Law

2014 to 2016

#### Bachelor of Arts

Hillsdale College

2010 to 2014

### AWARDS/LICENSES

#### Licensed Attorney – Washington, D.C.

Bar Association of the District of Columbia

Issued 2018

#### Microsoft East Coast Hackathon – 1st Place – 2021

Placed first in Microsoft's East Coast + Texas Engineering's Lift Off Hackathon with Team Launchpad by creating a power application to streamline onboarding efforts leading to better employee and in company savings of over 10 million per year.

#### Hackathon – Special Award – 2021

I won an award at the largest private hackathon in the world through Microsoft. Completed against over 70,000 different participants from all over the world to show that of our way of using machine Learning to democratize AI for all was special.

### VOLUNTEERING

#### LEAP Mentor

Microsoft

- Microsoft Leap's mission is to recruit, develop, and upskill unconventional talent for employability into the technology industry worldwide.
- I mentor five product managers twice a year for four months.



#### Co-Founder

Rain's Cat Rescue

Rain Rescue's mission is to foster cats and give them the medical care and loving homes they deserve.

### User Experience:

- Design Thinking Workshop Facilitator across entire Supply Chain Organization 200+
- o Teach UX skills to mixed teams of SWEs and PMs, and more
- o User Interview skills, Storyboarding, User Focused Solutioning
- Lead Figma for PMs Workshop – Created a workshop for PMs to learn basic Figma skills
- Role of UX PM within Supply Chain PM team – create concept prototypes for all key initiatives for user validation before quarterly planning.

### Data Analysis:

- Completing Master's in Data Analytics in 2022.
- NSAT (User Satisfaction Metrics) Champion for team.
- o Comb user satisfaction survey results for insights on weaknesses and lead brainstorming session with each product lead.
- o Present findings to leadership with strategic plan for focused areas of improvement