




Emily Holcomb

Director of Product

865-934-8930 

emilyaholcomb@gmail.com 

linkedin.com/emily-holcomb 

Atlanta, GA (open to relocation) 

Experience

Director of Product, NCR; Atlanta, GA – November 2021 - December 2023

NCR is a global provider of SaaS digital commerce solutions across the retail, restaurant, and banking sectors. Reason for leaving: reduction in force.

- Managed strategic UX direction across 9 B2B/B2B2C web and mobile products in retail, restaurant, and banking sectors, covering POS, payment, loyalty, engagement, digital banking, marketplace, and card management
- Boosted EBITDA by \$2.592 million by streamlining branding customization processes, enabling cost-effective scalability of product offerings
- Contributed to a 25% rise in Net Promoter Score (NPS) from 52 to 65 over two years, reflecting enhanced customer satisfaction and loyalty
- Accelerated product speed-to-market by 3 months, contributing to an annual cost savings of \$1.152 million and faster response to market demands
- Developed a WCAG and BBC Mobile Accessibility-compliant design system, markedly lowering legal risks and safeguarding against fines of up to \$165,000 per non-compliance incident
- Provided strategic direction for 60 product development squad members across 9 SaaS product teams

Senior E-Commerce Product Manager, JTV; Knoxville, TN – January - October 2021

JTV is an e-commerce leader specializing in personalized shopping experiences for jewelry and gemstones, offering merchandise through TV broadcast, web/mobile/OTT platforms, and the Jedora marketplace.

Reason for leaving: relocation for family health needs.

- Increased year-over-year mobile and OTT channel sales growth by 172%
- Re-designed customer journeys to increase cart conversions by 12% and reduce refunds by 5%
- Led a team of 6 (2 UX/UI designers and 4 front-end engineers) to launch 2 new digital properties and update branding, user experience, and customer journeys for 5 existing digital properties
- Coordinated integration with 4 backend systems via API, web service, and automation for marketing, product catalog, payment gateways, orders, assets, content, and customer experience needs

Global Web Platform Product Manager, Regal; Knoxville, TN – December 2019 - December 2020

Regal is a leading cinema chain that enhances the movie-going experience through its digital channels that facilitate online ticket and concession purchases, as well as offering seamless membership subscription services via its website and mobile app. Reason for leaving: pandemic furloughs and closures.

- Led the redesign of the CW Unlimited subscription plan, integrating PayPal and Braintree payment solutions, supporting \$596.3 million of deferred revenue, including recurring membership sales
- Organized the strategic redesign of the B2C digital sales channels used by 75% of customers, focusing on subscription services, checkout, onboarding, loyalty account management, and booking
- Reduced the average time for new feature development from concept to launch by 65%
- Enhanced key system integrations such as PayPal, BrainTree, POS, billing, loyalty, and inventory

Additional Experience

CPQ Product Owner, Pilot Flying J; Knoxville, TN – April 2020 - August 2020

Community Brands offers subscription-based software for associations, nonprofits, and schools globally, supporting over 100,000 clients with technology to achieve missions. Reason for leaving: contract ended.

I led the company-wide implementation of a CPQ (cost price quote) system to support subscription models for all products sold across the company, enhancing pricing accuracy and sales efficiency. I managed cross-functional teams to ensure smooth integration and adoption, resulting in enhanced user competency and operational performance.

Retail Technologies Product Owner, Pilot Flying J; Knoxville, TN – August 2017 - December 2019

Pilot is a leading travel center chain offering digital services for efficient fueling, retail, restaurant, and loyalty rewards for travelers. Reason for leaving: opportunity for new challenges.

I supported the overhaul of customer-facing and enterprise software tools (including inventory management, invoicing, suggested ordering, and merchandising systems), directly addressing industry challenges and customer needs by improving digital services, streamlining project execution, and enhancing data analysis to drive better product decisions, resulting in increased customer loyalty and company growth.

Education

Colorado State University, Global Campus (remote learning) – 2015

- Bachelor of Science in Communications
- Concentrations in Organizational Communication, Project Management, and Marketing

Pellissippi State Community College, Knoxville, TN – 2011

- Associate of Science in Media Technologies
- Concentrations in Graphic Design and Visual Communications

Certifications

- Digital Product Management | Darden School of Business | Issued July 2020
- Crucial Conversations Conflict Manager | Crucial Learning | Issued March 2019
- Certified Scrum Product Owner | Scrum Alliance | Issued July 2020

Skills

Product Management, Leadership, Cross-functional Leadership, Team Building, Talent Development, Stakeholder Management, Strategic Planning, Strategic Thinking, Product Strategy, User Experience (UX) Design, User Research, Roadmap Development, Customer Experience, Customer Engagement, Competitive Analysis, Market Analysis, Project Management, Team Management, Digital Strategy, Technical Integration, Data Analysis, Decision Making, Financial Efficiency, Operational Efficiency, Continuous Improvement, Problem-Solving

Tools

Jira, Confluence, MixPanel, GitHub, Tealium, Figma, Slack, Pendo, Productboard, Notion, ClickUp, ProductPlan, Adobe XD, UserTesting, Hotjar, Salesforce, Magento, Webflow, Contentful, Joomla, Shopify, Squarespace, AEM, Adobe Creative Suite, Microsoft Office Suite, Mac, Google Workspace, Looker, Zendesk, Zapier, Airtable, Asana, SEMRush, Nielsen