Emily Holcomb

Experience

Senior Product Manager, UX & Capabilities | NCR, Atlanta | 2021-Present

- Led the development and launch of the NCR Design System, establishing key operational processes and strategies, and growing the team from 4 to 12 members

- Conducted research and data analysis to gain insights into user needs, pain points, and behaviors to drive efficiency and effectiveness of visual designers, software engineers, strategists, creative directors, and product managers at NCR

- Developed and communicated value propositions to show how the design system empowers product teams to create consistent, high-quality user experiences that ensure brand coherence and scalability across NCR products

- Managed a product roadmap and P&L for multiple platforms, including a design system that promotes consistency, scalability, and collaboration, saving in excess of $2M within the first year by making data-driven decisions to benefit 6 SaaS products across hospitality, banking and retail industries

- Implemented accessibility standards and ensured quality code output in the design system, reducing time spent on accessibility issues by 60%

Product Manager, Mobile & OTT Platforms | JTV, Knoxville | 2021

- Led a multidisciplinary team in the successful delivery of digital products, showcasing strong stakeholder management and leadership

- Managed quarterly product roadmap, created and executed proposals, monitored revenue, and oversaw the P&L for various platforms, resulting in a savings of $650,000 within 6 months of hire

- Monitored API performance to ensure stability and enhance user experience, demonstrating strong technical acumen and a focus on user needs

- Developed comprehensive feature and functional specifications to support multiple personas across 8 platforms

- Transformed usability studies and market analysis into product requirements, fostering collaboration among team members and removing the traditional developer handoff process to meet user and business needs

- Tracked user adoption, app feedback, and crash analytics to communicate roadmap milestones to stakeholders

Product Owner/Manager, Global Web Platform | Regal Cinemas, Knoxville | 2020

- Led a redesign of a multi-tenant global web platform catering to six different theater brands with hundreds of locations, a project with a $3M budget, by monitoring progress and developing strategies

- Successfully launched a new booking workflow within 5 weeks of initiating agile team processes

- Held requirements workshops and conducted customer research to establish a validated backlog, reducing proposed timelines by 4 weeks and improving user retention by 15% within 2 weeks of launch

Business Analyst/Product Owner, Retail & Loyalty APIs | Pilot, Knoxville | 2017-2019

- Promoted within 6 months of hire to a project leadership role on 3 homegrown web apps and enterprise tools for accounting and merchandising

- Elevated to the role of Product Owner to lead development of API integrations for public-facing digital products and B2B partnerships with an international team of 15 employees and contractors

- Recognized as core Business Analyst on 4 B2C enterprise software projects with $500,000 to $2,500,000 budgets to implement and integrate SaaS data platforms for new loyalty management tools, utilized by both business and technical stakeholders

For additional experience, see LinkedIn: linkedin.com/in/eholcomb

Education

Colorado State University | 2013-2015 | Global Campus (remote learning)
Bachelor Degree in Communications with concentrations in Organizational Communication, Project Management, and Marketing

Pellissippi State Community College | 2008-2011 | Knoxville, TN
Associate Degree in Media Technologies with 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