

Heather Everton

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Experienced and passionate SaaS Product Manager, CRM expert, and Project Manager

I have experience with JIRA, Git, Slack, Quickbooks, various CRMs, AWS, WordPress, Microsoft Office, and Google products.

Relevant Work Experience

Director of Product Management | PlanPlus Online – September 2017 to present

- Responsible for driving product vision and aligning product strategy with market demand for both B2B and B2C.
- Conduct market analysis, competitive analysis and needs analysis for customers.
- Prioritize and maintain product backlog and assign work to developers.
- Manage development cycles including leading sprint planning, daily scrum stand ups, and participating in sprint review and retrospectives.
- Manage the P&L for products and ensuring ROI for R&D investments.
- Direct product management, QA testing, R&D, and technical support.

Professional Services Manager | PlanPlus Online – February 2013 to September 2017

- Managed all services of SaaS CRM product to ensure customer satisfaction and retention of business accounts.
- Expanded, built, and executed new service products that are aligned with our company Vision & Strategy.
- Managed resource demand and assignment of customer projects to ProServ team.
- Ensured that Target Service Margins were attained for all assigned services sold.
- Held regular 1:1 meetings, performance reviews, and ensured professional development for team members.
- Provided Pre/Post Sales Engineering to design and implement the proposed solution architecture.

Legal Collections Assistant | USU Charter Credit Union – January 2011 to February 2013

- Managed escalated collections accounts in Symitar software system.
- Acted as liaison with attorneys and legal personnel.
- Prepared and filed legal paperwork and represented Credit Union in court.

CRM Administrator | Impact Payment Systems – April 2007 to January 2011

- Implemented new CRM System with custom workflows, process builders, custom objects, and territory engine rules to meet business growth demands.
- Worked with sales, customer experience, partners, and marketing to develop and implement CRM solutions to address business problems.
- Trained and supported sales team on CRM usage and best practices.

Education

Bear River High School | Graduated in 2006

Utah State University | Courses in Business Management | 2006 to 2009