

Randy L. Kendel

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Product and Startup Visionary | Strategic Leader | Business-Lead Innovator

Dynamic leader with a proven track record of driving high-ROI product innovations and revenue growth, blending technical expertise with strategic execution. Skilled in creating data-driven, customer-centric strategies that fuel business transformations, enhance user experiences, and deliver sustainable growth. Experienced in leading cross-functional teams across consumer-facing subscription products, eCommerce, and marketplace-driven environments.

CORE SKILLS

- Product Management | Revenue Growth Strategies | Subscription Models | UX Optimization
- Data-Driven Decision Making | Monetization | Pricing Strategy | Funnel Optimization
- eCommerce & Marketplace Growth | Customer Experience | Customer Lifecycle Management
- Agile Methodologies (SAFe/Scrum) | Cross-functional Leadership | Stakeholder Management
- Technical Proficiency | Business Process Optimization | Growth Experimentation

PROFESSIONAL EXPERIENCE

SUN LIFE FINANCIAL

Associate Director Sr Project Manager | Remote

July 2023 - Present

- Led strategic product and process optimization projects, focusing on improving customer experience and reducing operational costs to drive revenue growth.
- Delivered key product innovations, collaborating with cross-functional teams to improve market positioning and enhance customer engagement.

KUHMPPEL INC

Founder | Remote

February 2024 - Present

- Designed and launched a political engagement platform, incorporating subscription-based revenue models to foster user engagement and support premium features.
- Managed product roadmap and marketing collaborations to maximize user growth, optimize conversion rates, and drive revenue in both local and national markets.
- Leveraged customer insights to continuously enhance user experience and monetization strategies.

AMAZON WEB SERVICES (AWS)

Product Manager - Technical | Remote

August 2022 – June 2023

- Led the expansion of AWS's global eCommerce offerings, introducing new pricing strategies and market-entry mechanisms that optimized customer trust and conversions.
- Worked cross-functionally with marketing and engineering to streamline product architecture and improve user experience, leading to higher customer retention and revenue growth.

CVS HEALTH

Sr Manager, Release Train Engineer | Woonsocket, RI

October 2019 – August 2022

- Spearheaded the Digital Immunizations Program, leveraging data analytics and customer insights to optimize the user journey and improve overall engagement.
- Managed a \$15M budget while driving initiatives aimed at improving digital tools and customer-facing services, optimizing for both UX and monetization.

Advisor Project - Program Management

August 2018 - September 2019

- Played a key role in CVS's acquisition of Aetna, leading integration efforts for innovative product initiatives that contributed to revenue growth and enhanced customer experience.
- Directed multi-million-dollar programs, aligning business growth strategies with product and customer-centric innovations to improve healthcare outcomes and increase customer retention.
- Navigated complex stakeholder management, technology integration, and compliance challenges, ensuring seamless product delivery and scalability, while optimizing the customer journey and improving business performance.

FINTELLECT SOFTWARE INC

Founder

January 2016 - March 2020

- Led product development for a SaaS offering focused on helping SMBs with customer engagement and reputation management, utilizing subscription and marketplace revenue models.
- Implemented data-driven features, including dynamic pricing and user-experience improvements, to increase customer retention and monetization.

KENDEL CONSULTING LLC

Principal Consultant/Owner

January 2011 - January 2019

- Led product and program management initiatives, including digital transformation strategies and eCommerce optimization for clients in healthcare, retail, and financial services.

ADDITIONAL EXPERIENCE

Senior consulting and project management roles across industries including KPMG, Fidelity Investments, Dell, Blue Cross Blue Shield, CGI and the United States Air Force. Specialized in building customer-centric digital solutions and leading cross-functional teams in fast-paced environments.

CERTIFICATIONS

- Scaled Agile Framework (SAFe)
- Certified Scrum Master (CSM)
- Release Train Engineer (RTE)
- Lean Portfolio Management (LPM)
- SAFe Scrum Master (SSM)

EDUCATION

- Bachelor of Science in Information and Computer Science (In Progress) | Park University