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.

## KUHMPEL 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