Laura Den Bosch

Senior Product owner

Professional Summary

Highly accomplished Senior Product Owner with over 8 years of experience in leading cross-functional teams to deliver innovative and user-centric digital products. Proven track record in defining product vision, roadmaps, and backlogs, consistently exceeding business objectives. Adept at leveraging data and user feedback to drive continuous product improvement and market success.

Work Experience

Senior Product Owner   July 2020 - Present

InnovateCore Solutions, Seattle, WA

- Led the strategic development and successful launch of a new SaaS platform, increasing user engagement by 25% within the first year.
- Managed a complex product backlog for multiple scrum teams, ensuring alignment with overall business strategy and market needs.
- Collaborated with engineering, design, and marketing teams to define detailed product requirements and user stories.
- Conducted extensive market research and competitive analysis to identify new product opportunities and enhance existing features.

Product Owner   January 2017 - June 2020

Digital Horizon Tech, Portland, OR

- Drove the product lifecycle from concept to launch for a mobile e-commerce application, resulting in a 15% increase in conversion rates.
- Facilitated agile ceremonies, including sprint planning, daily stand-ups, and sprint reviews, ensuring efficient team workflow.
- Gathered and prioritized user feedback, translating it into actionable product features and enhancements.
- Monitored product performance using analytics tools to identify areas for optimization and growth.

Associate Product Manager   August 2014 - December 2016

Apex Innovations, Portland, OR

- Assisted in the development and launch of several key features for a consumer-facing web platform.
- Conducted user acceptance testing (UAT) and provided feedback to development teams.
- Supported the product team in defining requirements and creating product documentation.
- Analyzed market trends and customer data to inform product decisions.

Contact

laura.denbosch@emailcorp.com
(555) 123-4567
Seattle, WA
https://www.linkedin.com/in/lauradenboschprod
https://github.com/lauradenboschprod

Education

Master of Science in Information Systems
Pacific Coast University, Portland, OR
Graduated: 2014
Bachelor of Business Administration
Northwest State College, Portland, OR
Graduated: 2012

Skills

Product Management, Agile Methodologies, Scrum, Jira, Confluence, Roadmapping, Product Strategy, User Stories, Requirements Gathering, Stakeholder Management, UI/UX Principles, Data Analysis, Market Research, SQL, Google Analytics

Languages

English (Native)
Dutch (Professional Working)