

# Olivia MacDougal

Innovative and data-driven Senior Product Manager skilled in working with cross-functional teams responsible for delivering highly visible features against competing deadlines and budgets.

## EXPERIENCE

### **Pendo**, Remote — *Product Manager*

JAN 2021 - PRESENT

Lead strategic and tactical development of innovative new analytics metric, the Product Engagement Score; conducted extensive problem discovery and prioritized major overhaul of Dashboard home page in collaboration with design and engineering

### **VMware Carbon Black**, Boston — *Technical Product Manager*

APR 2020 - DEC 2020

Defined strategic direction and product roadmap for product with \$8.6M total ARR; owned key strategic partnership with Dell to jointly develop and launch an integrated solution; lead tactical execution of product vision resulting in a 706% YOY increase in adoption

### **VMware Carbon Black**, Boston — *Product Owner*

JUL 2018 - APR 2020

Drove product development of macOS agent on an Agile Scrum team from ideation to launch; lead beta programs, conducted research studies, analyzed customer usage data to ensure successful adoption; collaborated with internal and external stakeholders to understand and prioritize business and customer needs

## EDUCATION

### **Tufts University**, Boston, MA — *B.S. Computer Science*

SEPT 2014 - MAY 2018, Magna Cum Laude, GPA: 3.62

## ACTIVITIES

### **Alumni Student Mentor** — *Tufts Women in CS*

SEPT 2019 - PRESENT

### **Volunteer** — *Colorado Horse Rescue*

DEC 2021 - PRESENT

## CONTACT ME

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Boulder, CO 80304  
**(314) 387-7201**  
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## SKILLS

Agile Methodologies  
Creative Problem Solving  
Team Leadership  
Communication  
Presentation  
Beta Coordination  
Feature Definition  
Agile Software (JIRA, Trello, Confluence)  
Product Analytics (Pendo, Google Analytics, Mixpanel)  
Productboard

## CERTIFICATIONS

**Foundations and Focus**,  
Pragmatic Marketing  
July 2020

**Certified Scrum Master**,  
Scrum Alliance  
Jan 2019

**Certified Scrum Product Owner**, Scrum Alliance  
Nov 2018

## LANGUAGES

Spanish, proficient