

Mike Watson

Senior Product Manager | AI Products & Operations
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PROFESSIONAL SUMMARY

Senior Product Manager with 10+ years in fintech and enterprise software, now building products using modern AI development tools. Shipped mobile app to iOS/Android using React, Cursor, and Claude. Established product operations framework coordinating 6 cross-functional teams and delivered efficiency gains through chat automation and platform modernization initiatives.

CORE EXPERTISE

AI Product Development • Product Operations • API Integration • React Development • Agile Transformation • Data Analytics • Fintech & Enterprise SaaS

EXPERIENCE

Senior Product Manager | Pet Supplies Plus | 04/2025 - Present

- Delivered customer data modernization project across 7 cross-functional teams (6 internal, 1 vendor), successfully piloting the company's #1 strategic priority affecting 18M customers after the initiative had stalled for months
- Created a structured product intake and vetting system, establishing an epic/feature/story framework and stakeholder alignment process that transformed how marketing initiatives move from concept to delivery across the organization
- Currently managing 5 of the top 10 company initiatives from validation through delivery - all marketing-focused business drivers targeting revenue growth and customer experience improvement

Founder & Newsletter Creator | Product Party | 12/2022 – Present

- Built and shipped Leafed (privacy-first book tracker) to both the Google Play Store and Apple App Store using React, Cursor, and Claude - navigating full SDLC from concept to deployment, including 14-day testing requirements
- Grew product management newsletter to 2,000+ subscribers (32% open rate, 2.9% engagement) covering AI frameworks, career development, and technical best practices
- Secured paid sponsorships from ClickUp and Eleven Labs, while releasing two free Notion templates, generating 50+ downloads, and establishing thought leadership in the PM community

Senior Product Owner | Credit Acceptance | 09/2022 – 03/2025

- Led A/B testing pilot program, achieving a 33% enrollment increase in underperforming states, resulting in nationwide rollout across 450+ dealership network
- Modernized legacy Oracle CRM through a user-centered design approach, conducting stakeholder interviews and iterative testing to deliver 10% improvement in quarterly satisfaction scores
- Transformed 20 engineers across two waterfall teams into Agile methodology by implementing JIRA workflows and sprint ceremonies, establishing the first-ever delivery baselines

Senior Product Manager | Auto Improve | 07/2021 – 09/2022

- Launched Intercom chat platform to address customer service bottleneck, reducing inbound volume by 2,500 contacts/month while maintaining service quality
- Resolved critical e-notary adoption challenge through systematic UX research and technical barrier elimination, achieving 3,000%+ usage growth in 3 months

- Consolidated three vendor engineering teams (24 engineers) into a unified JIRA system, establishing a single source of truth for project status and improving cross-team transparency

Digital Product Manager | Newrez | 11/2020 – 07/2021

- Increased lead conversion rates 10% across 21 mortgage brands through systematic form optimization, analytics implementation, and user journey mapping
- Reduced Better Business Bureau complaints 33% through advanced analytics to identify pain points and prioritize UX improvements across an 800,000-user platform
- Delivered regulatory compliance update for company-wide landing pages, ensuring 100% adherence to new federal regulations within a 1-month deadline

Product Owner | Rocket Mortgage | 06/2013 – 11/2020

- Identified 300% increase in Spanish language-preferred leads through LOS technology enhancement, leading to the establishment of a 50-person bilingual sales team within 8 months
- Scaled speech analytics platform from 1% manual review to analyzing 10,000 daily call hours within 4 months, enabling compliance insights and a 10-member quality improvement team
- Developed migration strategy transitioning 400 team members from 20 legacy applications to Salesforce Financial Services Cloud, delivering first MVP within 1 month of kickoff

Analyst | Accenture | 01/2011 – 06/2013

- Designed and launched a global scheduling platform for a Fortune 500 client with 250,000+ employees, establishing a 15-person call center in India with a complete training framework
- Automated Excel-based workflows for 15-workstream SAP implementation, saving 1,000+ hours through file consolidation and process standardization

SKILLS

AI & Development: Cursor • Claude • ChatGPT • React • Python • APIs • GitHub • Prompt Engineering

Product Management: JIRA • Confluence • Figma • Miro • Notion • Azure DevOps • UserTesting • A/B Testing

Platforms: Salesforce • Oracle CRM • HubSpot • Intercom • Zoho • Google Analytics • Stripe • RevenueCat

Fintech: Loan Origination Systems (LOS) • CRM / Marketing Automation • POS Systems • Customer Portal

Methodologies: Agile/Scrum • Sprint Planning • User Research • System Architecture • API Integration

EDUCATION

Master of Science, Information Resource Management | Central Michigan University | 05/2010

Bachelor of Business Administration | University of Phoenix | 07/2008