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summary

i make growth feel inevitable. i spot the drag in journeys, fix the product and data loop, and ship experiences that actually move metrics. strong in product management, growth strategy, customer insights, data analytics, and cross functional leadership. experienced with roadmap ownership, experimentation, and creating clarity in ambiguity.

skills

product management; growth strategy; customer insights; data analytics; sql; full stack development (react, html, python); roadmap ownership; go to market (gtm); experimentation and a b testing; journey mapping; brand positioning; loyalty systems; behavioral design; stakeholder management; cross functional leadership; reporting and dashboards; regulatory awareness; cooperative and member owned models.

software dev sits at my core os. i was flipping swf and html as my first hustle and reading perl books to feel cool. that curiosity still drives how i learn new stacks and ship product fast.

experience

founder | thirdai cooperative association | sep 2025 to present

- built a privacy first product from scratch using react, python, and sql.
- designed device to cloud architecture that detects money, time, and behavior patterns.
- applied llms, nlp, and classification workflows to generate insights and interventions.
- owned product strategy, roadmap, research, user experience, and growth loops.
- ran experiments, iterated quickly, and managed gtm thinking for early adopters.

vp of product and vp of data insights | sunward fcu | oct 2022 to sep 2025

- led end to end product management across deposits, cards, and loyalty.

- owned roadmap, data strategy, customer segmentation, and kpi frameworks.
- launched sunward plus, a major rebrand and rewards ecosystem that drove about 500m in new assets.
- built customer insights programs, dashboards, and cross functional reporting.
- developed m and a strategy for mountain america credit union with about 220m in new mexico assets.
- shipped simple spend, secured card, iolta, and digital experience improvements.
- ran a b tests, promos, and brand activations that lifted engagement and retention.

sr retention product manager | because market | oct 2021 to oct 2022

- led retention, loyalty, and older adult customer experience strategy for an ecommerce subscription brand.
- designed lifecycle journeys, messaging, experimentation, and segmentation models.
- partnered with qualtrics to speak on journeys, feedback loops, and nlp driven insights.

director of member experience | tdecu | sep 2020 to oct 2021

- built measurement frameworks and automated workflows that increased net promoter score.
- led customer experience analytics, journey design, and activation for nfl and celebrity partnerships.

sr program manager | first tech fcu | dec 2015 to sep 2020

- owned member experience tied to nba partnership and digital journeys.
- built compliance and experience infrastructure that supported about 10b in asset growth.
- implemented insights systems that reduced complaints, escalations, and regulatory pressure.
- developed operational reporting, dashboards, and cross functional feedback loops.

personal banker | bank of america and chase | feb 2011 to dec 2015

- served consumers, cross border businesses, military families, and federal personnel in arizona markets.
- built foundational business intelligence instincts by seeing how large scale systems, data, and incentives shape behavior.
- developed empathy, risk awareness, and customer insight that fuel my product work today.

education

western governors university | jan 2015 to aug 2019

- bachelor of science, management information systems, sales management focus.
- gpa 4 point 0.

fatherhood, established 2017, ongoing advanced degree in patience, play, and perspective.

additional

heavy user of llms including openai and anthropic models for analysis, ideation, and tooling. experience with nlp workflows, prototyping, rapid iteration, and applied behavior models. comfortable moving between creative and analytical work and leading cross functional teams.