

MARY BALDWIN HUGHES

◦ DETAILS ◦

marybaldwin@gmail.com

◦ LINKS ◦

marybaldwinhughes.com

[LinkedIn](#)

◦ SKILLS ◦

Prioritization

Vision Definition + Goal Setting

Product Strategy & Operations

Workshops + Facilitation

Building Teams + People
Management

Product-Market Fit

Product Development

UX Research & Validation

Lean UX + Agile XP

Collaborative Decision Making

Remote Teams + Work



PROFILE



I am an outcome oriented Product Leader with 15 years of experience who turns *problems* into *products* by creating an accountable product practice.



EMPLOYMENT HISTORY

VP of Product + Education at Product Institute, New York / Remote

June 2019 — Present

- Develop curriculum, determine the classes, outline the competencies for our enterprise, start-up, and individual customers
- Determine the paths for education and skill development
- Outline learning objectives for each class and our students
- Write and edit course content and student assessment
- Set company and product strategy with CEO, lead product operations, organizational design, facilitate culture and manage team

Advisor - Product Management at Def Method, New York / Remote

May 2019 — Present

- Advising CEO & COO on how to develop a Product Management department
- Coaching Product Managers on best practices

Head of Product at BookReport, Remote

May 2018 — June 2019

- Defined product vision, introduced metrics, and set company OKRs with CTO & CEO
- Set company prioritization framework and optimized development and services process
- Discovered and framed problem space & validated solutions with users
- Designed prototypes and shipped features incrementally and rapidly
- Focused and managed roadmap; wrote and prioritized user stories

Associate Director + Head of Product Management at Pivotal, Los Angeles & Berlin

June 2014 — May 2018

SUMMARY

- Worked with clients to translate their vision into working software by helping them define, design, and validate their products
- Hired, trained, and led the Product Team in Pivotal's Los Angeles and Berlin offices.
- Berlin: Opened office, grew PM team from 0 to 6 PM's, supported office growth 0-25 people
- Los Angeles: Grew PM team from 0 to 6 PM's, supported office growth from 15-50 people
- Taught 60+ product development workshops on 20+ topics
- Established and taught our product development approach and best practices
- Managed day to day operations, staffing, client relations, financials, and advised sales

PEOPLE & TEAM

- Focused on developing a healthy product team and practice where people were happy, learning, and engaged
- Led recruiting, interviewing, and hiring, and onboarding
- Mentored PM's & designers, managers, and facilitated their career development
- San Francisco: Trained hiring managers on how to assess candidates

PRACTICE & PRODUCTS

- Frame Problem □ Identify Assumptions □ Design Experiments □ Observe Users □ Prioritize and Adapt □ Repeat
- Responsible for product quality and consistency

- Enabled clients to quickly ship software that satisfies user and business value
- Taught clients to identify, prioritize, and solve testable problems that meet their vision
- Validated hypotheses through user research and shipped incremental features
- Worked on small, cross-functional teams comprised of PM, design, development, and data science
- Acted as product advisor across all projects on process and enablement for Pivotal and client PMs and designers
- Learned how different teams operate and ran process experiments to identify best practices
- Documented Pivotal Labs product development best practices to assist coworkers

OPERATIONS & EXTERNAL

- Represented product in how we scoped out work, and in sales relationships as we increased the scale and breadth of our service
- Advised salespeople on how and when to sell product services
- Qualified inbound work, created and negotiated proposals and SOWs
- Directed product allocations and staffing
- Played an active role in getting a project to a healthier place when not healthy
- Kept relevant client and Pivotal stakeholders updated on current status
- Championed Product at Pivotal and helped integrate and enrich the product, design, development, and data science cultures internally
- Launched and led local chapters of Product Office Hours
- Represented Pivotal to the professional community; facilitated the conversation around our ideas and practices via speaking events and conferences

Speaking + Workshops

April 2012 — Present

I have had the privilege to speak about product development, collective decision making, and food waste policy. I have also been lucky to found a speakers series, and moderate panels.

Here's a sample

- [Silicon Beach Fest: Developers & Product Managers Working Together](#)
- [LeanConf: The Leader's Guide \(sold out\)](#)
- [Women Who Code: Berlin Chapter](#)
- [Balanced Team Berlin & California: Moderator & Event organizer](#)
- [Product Mashup: Co-founder & Moderator \(monthly series, avg 50 attendees\)](#)
- [UCLA: Sustainability - Food Waste & Supply Chain](#)
- [Santa Monica College: How to Improve the Food System](#)
- [Santa Monica College: Women and Food](#)
- [Los Angeles Food Policy Council](#)

PRODUCT WORKSHOPS

- Facilitation & decision making (incl. insights for international audiences)
- Product vision, strategy, & business model definition
- Product roadmapping & MVP definition
- User stories writing & prioritization
- User research best practices
- Product assumption identification, testing with experiments, & measuring outcomes with learning metrics
- Persona mapping & product scenarios
- Jobs-to-be-done
- Leaders' Guide: applying lean startup at scale (sold out 5 workshops in Manchester, London, and Berlin)

Product Manager + Program Director at Food Forward, Los Angeles

August 2012 — May 2014

PRODUCT

- Volunteer Organization + Event Management + Analytics = More People Fed

- Designed and released software to improve operations
- Product recouped 30% team's time spent on operations tasks
- Set product vision, defined & managed user stories, roadmap, wireframes, user flows
- Translated and simplified our teams' product requests to deliver larger features, minor changes, and bug fixes
- Applied agile and lean methodologies to keep team happy and productive

PROGRAM

- Collected unsold produce from farmers markets and redistribute it those in need
- Founded program and assembled a team of 250 from inception to collect & distribute food
- Lectured at UCLA, Santa Monica College; Written up in Huffington Post
- Moved over 100 tons of produce per year
- Grew program from 0 to 11 weekly markets, 220 farmers, fed 200k+ people
- Improved 232% over year one; exceeded year 1, 2, 3 program goals in 11 months

Garden Design + CSA at Silver Lake Farms, Los Angeles

April 2012 — September 2013

- Designed and maintained client gardens, assisted weekly CSA distribution
- Designed website and wrote marketing + operations content

Partnership + Strategy Manager at GOOD, Los Angeles

February 2012 — April 2012

- Produced interactive site and served as client contact for General Electric (\$2m)
- Provided expertise on campaign strategy and aligned execution with client goals
- Managed roadmap, user stories, site map, and user flows
- Managed project timelines, budgets, and metrics

Strategist at kglobal, San Francisco

January 2011 — December 2011

- Designed and produced webisodes, interactive sites, brand communications
- H.K. Anderson (\$1m), Somersault Snack Co. (\$60k), 2 Degree Foods (\$30k)
- Accountable for project deliverables, design, and developer teams
- Wrote roadmaps, user stories, site maps, and user flows
- Proposed designs increased H.K. budget by \$500k within 2 months of start date

Marketing + Sales Manager at The FRS Company, Santa Barbara | LA | SF

September 2005 — October 2009

- Hired as 1 of 8 people to launch a health and wellness start-up
- Supported company growth from 8 to 100 employees
- Created and managed community site and A/B testing
- Ran initial 3 sales territories, marketing programs, budget forecasting, grew key accounts from 0 to 2000, increased sales 186%
- Promoted 3 times in 4 years; awarded top sales manager in 06', 07', 08'



EDUCATION

Bachelor of Arts in Psychology, University of California, Santa Barbara , Santa Barbara

September 2002 — March 2006

Bachelor of Arts in Global + International Studies , University of California, Santa Barbara , Santa Barbara

September 2002 — March 2006



EXTRA-CURRICULAR ACTIVITIES

September 2002 — Present

- Balanced Team | Event Organizer | 2014 - 2018 | Los Angeles + Berlin, DE

- Los Angeles Food Policy Council | Working Group Member | 2012 - 2014 | Los Angeles, CA
- Master Gardener | 2013 - 2016 | University of California, Los Angeles, CA
- Ironman Brazil | 2007 | 3rd place, Women 20-25 Age Group
- Triathlon Team + Co-President | 2002 - 2006 | University of California, Santa Barbara, CA