

RICHARD WILLIAMS

Plano, TX - (214) 997-3451 - rchwmss@gmail.com

LinkedIn: www.linkedin.com/in/rcwx - Credly: www.credly.com/users/richwilliams

Product & Technology Leader bridging Retail, Loyalty & Martech

Versatile product manager and former frontend developer with deep experience in tech-powered retail, loyalty platforms, and AI-driven transformation. I've built tools that bring marketing and technology into alignment—from launching PollCart (a patented social commerce app) to leading enterprise AI projects at AT&T. I thrive where tech and strategy meet: helping companies execute on digital roadmaps, connect data across silos, and engage customers meaningfully.

KEY SKILLS

- Martech Integrations - Product Ownership - Retail Loyalty Systems
- Agile, Scrum, SAFe Certified - Frontend Development - AI/ML Strategy
- Customer Journey Mapping - Stakeholder Collaboration - MVP Delivery
- Cross-functional Team Leadership - SaaS - B2B and B2C - Product Lifecycle Management

RELEVANT EXPERIENCE

AT&T - Sr. Project Manager - AI & Digital Transformation

2023-2024

- Led AI tools to streamline service assurance & quote-to-cash workflows
- Automated customer data validation, reducing manual effort 70%
- Partnered with cross-functional teams to drive outcomes across CX
- Improved data integrity across systems, increasing first-pass order success rate

Slalom Consulting - Agile Product Owner / MarTech Strategist

2021-2023

- Developed AI search & personalization tools for retail and automotive clients
- Won Slalom's global innovation award for GPT-integrated martech solution
- Helped marketing & tech teams align on user data, creative needs, and delivery
- Guided team through product discovery and MVP validation for AI-enabled services

PollCart - Product Owner, Patent Holder, and Founder

2020

- Invented & launched plug-in that lets shoppers poll friends before purchasing
- Integrated with Shopify to reduce cart abandonment and boost loyalty
- Awarded patent for novel use of customer polling to increase conversions
- Positioned PollCart as a bridge between eCommerce and social interaction

Capital One, Neiman Marcus, DISD, Bank of America - Various Roles

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2014-2021

- Built digital products in fintech, education, and luxury retail
- Specialized in UX-forward dashboards, mobile-first design, and data reporting
- Collaborated with marketing and product teams on multiple enterprise launches
- Played key role in improving accessibility compliance and design system governance

EDUCATION & CERTIFICATIONS

MBA, Naveen Jindal School of Management (UT Dallas)

Certified SAFe Product Owner/Product Manager

PSM I - Professional Scrum Master

U.S. Patent Holder - PollCart Social Commerce Engine