

Alicia Ogilvie

Parlin, NJ

-Email me on Indeed: <http://www.indeed.com/r/Alicia-Ogilvie/3ee6658f41d5e138>

Effective senior product management professional with experience in product launches, product marketing and innovation.

Willing to relocate: Anywhere

Work Experience

Director of Product Management

Opportunity at Work - Washington, DC

April 2021 to Present

- Hired and developed a team of six product managers and two UI/UX Designers
- Established a way of working and Product framework within a nascent organization
- Drafted and executed the first product roadmap
- Onboarded a CTO and managed up to create impactful integration and API strategy
- Led org-wide town halls to teach the organization about the fundamentals of Product Management and new product capabilities
- Concept note development
- Drafting RFP responses relevant to the product portfolio
- Budget development and management
- Work daily with our Enterprise and UI/UX Architects to develop best-in-class solutions for our clients
- Partner with Innovation leaders within the organization to develop partnership and integration opportunities
- Manage all client-facing product demos and facilitation of consultative sales workshops with end-users
- Establish SLAs with Customer Success to drive timely bug triage resolution
- Facilitated leadership Quarterly Business Reviews with the executive team to ensure alignment
- Established Program Increment practice and planning quarterly
- Manage all team KPIs, OKRs
- Developing business cases for scaled delivery of product solutions and features
- Facilitate team professional development and quarterly offsite planning events
- Marketplace management

Senior Product Manager

ACT, INC

January 2020 to Present

Developing a clear and dynamic five-year strategic product roadmap

- Partnering with solutions architects to design custom SAAS solutions for contract-based customer deliverables
- Manage a \$30 Million-dollar product portfolio
- Mitigated internal contract renewal process by developing a seamless, digital salesforce-based renewal trigger
- Manage entire product life cycle, beginning with strategic planning and market analysis
- Enhanced a 20-year old pricing scheme to more closely align to customer desires

- Analyze monthly P+L statements
- Develop messaging and outreach marketing during the pandemic
- Work with engineering to design new UX for test center management platform
- Forecast product performance
- Manage robust UAT testing for new enablement features deployed
- Contract negotiation with platform vendors
- Writing RFP responses for the organizations largest state and district contracts
- Liaise with marketing weekly to develop relevant marketing strategy
- Conference presentations
- Present quarterly customer facing webinars and business development calls on demand

Education

BACHELORS OF ARTS in Political Science / Economics

TEMPLE UNIVERSITY

May 2008

Skills

- Product Development
- Agile
- Visio
- Scrum
- User Experience (UX)
- Confluence
- Led a team of five QC/QA team members
- User Acceptance Testing
- SaaS
- Business Requirements
- SDLC
- Responsible for preparing all pitch decks for new business pitches
- Requirements Gathering
- Developing a clear and dynamic product roadmap
- User Interface (UI)
- Business Analysis
- Leading a team of 15 on product launches and sunsets
- Facilitating strong product discovery activities
- DevOps
- Contributing product knowledge during RFP process
- Managed invoice process for all new business
- Designing portfolio sales enablement training and tools
- HTML5

- Jira
- Operations
- RESTful API
- Acquisition strategy
- Competitive Analysis
- UX
- B2B marketing
- Senior leadership
- Project leadership
- Sales
- Scalability
- B2B
- Balsamiq
- Public speaking
- Presentation skills
- SAFe

Assessments

Management & Leadership Skills: Impact & Influence — Familiar

August 2020

Choosing the most effective strategy to inspire and influence others to meet business objectives

Full results: [Familiar](#)

Sales skills — Familiar

October 2020

Influencing and negotiating with customers

Full results: [Familiar](#)

Project management skills: Budgeting — Highly Proficient

March 2019

Measures a candidate's ability to manage project budgets by appropriately allocating and monitoring financial resources.

Full results: [Highly Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.