
SARAH HOLLINGSWORTH

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SENIOR PRODUCT MANAGER & CUSTOMER SUPPORT STRATEGIST

- Transformative product management leader with a distinguished history of architecting and executing roadmaps, driving solutions innovation, and strengthening customer journeys.
- Product managed the ongoing evolution of a suite of mobile applications for global CPG insights company Numerator. Delivered solutions that boosted product ROI, reliability, functionality, and efficiency.
- Outstanding strategic agility, collaboration, and communication skills. Able to successfully navigate complex projects at all levels to align a vision, create operational transparency, and influence lasting change.

SKILLS & COMPETENCIES: Strategic Planning • Product Management • Customer Success • Business Transformation • Cross-Functional Leadership • Product Development • Systems Design • Digital Innovation • Agile Process Management • Mobile App Development • KPI Management • Process Improvement • Talent Management • Jira • Zendesk • Localytics • SurveyGizmo • Django Admin • productboard • SQL Pro • Mode Analytics • Conversational Spanish • Basic ASL & Hebrew

PROFESSIONAL EXPERIENCE & SELECTED ACHIEVEMENTS

NUMERATOR (FORMERLY INFOSCOUT): San Francisco, CA

2014–2019

Numerator is a marketing intelligence firm that unifies omnichannel marketing, merchandising, and sales data for consumer insights and solutions. Clients include Procter & Gamble, Clorox, NBC Universal, and other CPG brands.

Senior Product Manager – Mobile Applications (2018–2019)

Directed product strategy and evolution of major consumer purchasing reward applications Receipt Hog and Shoparoo. Built and executed roadmap as voice of the customer, heading product strategy, performance, feature development, analytics, UI/UX, and infrastructure. Managed matrixed 23-person Consumer Apps organization composed of product, engineering, marketing, data analytics, and support teams, while partnering with key stakeholders across other company verticals.

- **Architected product roadmap elevating product effectiveness and value.** Built robust Product team that aligned the C-suite around product goals, system transformation, risk reduction, and operational maturity.
- **Improved product performance.** Decreased technology debt by reengineering of legacy data structures to increase table scalability, create redundancies, and strengthen underlying code via structured releases.
- **Boosted Net Promoter Scores by 20+ points for both apps.** Elevated user experience via UI overhaul, upgrade of receipt processing engine, closure of API issues, and planned Gmail IMAP integration as key advantage.
- **Increased collaboration across stakeholders.** Influenced unified customer-centric culture, improving the journey for 800K+ app users and CPG clients via data-driven decision-making and key business conversations.

Senior Manager – Mobile Operations (2018–2018)

Led operations, support organizations, and large receipt image processing pipeline teams for 5 mobile apps. Managed large image processing pipeline responsible for generating core company data offerings. Collaborated with cross-functional teams of stakeholders in marketing, product, and engineering teams to drive production and client success via app feature development, release management, and comprehensive application support.

- **Boosted transcription accuracy from 80% to 96% via upgrade to core receipt processing engine.** Instituted state-of-the-art OCR tool, increasing throughput 100% while reducing manual processing labor cost by 50%.
- **Architected and deployed mass receipt reprocessing tool that streamlined batch corrections.** Leveraged technology and process efficiencies to optimize both user experience and back-end functionality.

- **Decreased account onboarding and processing cost via construction of tool enabling nontechnical staff to create receipt extraction templates.** Enabled refocusing of engineers to value-added activities.
- **Constructed suite of analytics tools providing technical and business staff with self-service BI reporting on system performance.** Led internal change management to drive adoption and accelerate product cycles.

Manager – Mobile Operations (2016–2017)

Directed the full spectrum of support strategy and operations for company's family of 5 mobile apps and infrastructure, driving growth and the customer journey via leadership in strategic roadmap planning, analytics product management and development, marketing support, tools, issue resolution, and technical debt mitigation.

- **Transformed product roadmaps planning via creation of support analytics hub.** Sharpened link between failure points and systems architecture via transparent performance reporting, driving proactive fixes.
- **Modernized support organization to accommodate user base growing at exponential rate.** Redefined structure and support journey, improving agent efficiency 75% by offshoring team of 3 in the Philippines.
- **Reengineered team structure to allow flexible support journey pivoting with roadmap shifts.** Built suite of consolidated enterprise user support tools, created support centers for 3 new apps, and closed technical gaps.

Manager – Customer Support (2015–2016)

Analyst – Customer Support (2014–2015)

Joined company as applications support technician handling customer tickets. Rapidly promoted to build and lead centralized support team with 4 agents and to develop and mature structures, policies, and tools.

- **Built a high performing support organization.** Developed standard operating procedures, trained team on tools, and realigned support assignments by team member expertise to accelerate ticket closure.

CLINKLE: San Francisco, CA

2013–2014

Clinkle was an early-stage startup provider of mobile wallet technologies.

Talent Associate

Joined to collaborate on the creation of and administration of the human resources team. Supported senior management and employees in hiring, workforce planning, employee relations, recruitment, and training.

- **Managed corporate employee relations, serving as trusted talent advisor to staff at all levels.**
- **Served as full cycle recruiter sourcing talent across design, sales, and engineering disciplines.** Supported rapid growth from 13 to 150 employees.

MEDSHARE: San Leandro, CA

2012–2013

MedShare is a nonprofit organization that partners with leading hospitals and manufacturers to donate surplus equipment and supplies to those in need around the world.

Volunteer Coordinator

EDUCATION

UNIVERSITY OF CALIFORNIA, DAVIS: Bachelor of Arts in History and African American & African Studies

SELF-DIRECTED TRAINING: SQL • HTML • CSS • Python