

# LUNA THOMAS

Product Manager | Strategy & Innovation

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San Francisco, California

## SUMMARY

With over 5 years of experience in product management, I have a proven track record of driving product strategy and innovation. My expertise in leading cross-functional teams to deliver impactful products aligns with my passion for creating solutions that meet user needs and business goals.

## EXPERIENCE

### Senior Product Manager

#### Plaid

01/2021 - Present San Francisco, California

- Led the development and launch of a new financial data integration platform, increasing market penetration by 25% within the first year.
- Managed a cross-functional team of 10, including engineers and designers, to deliver the project on time and under budget.
- Implemented a customer feedback loop that resulted in a 40% improvement in customer satisfaction scores.
- Conducted competitive analysis to inform product positioning, leading to a 15% increase in product adoption.
- Negotiated partnerships with key financial institutions, expanding the platform's reach and functionality.
- Developed and executed a go-to-market strategy that resulted in the product being featured in major tech publications.

### Product Manager

#### Stripe

06/2018 - 12/2020 San Francisco, California

- Oversaw the development of a new payment processing feature, resulting in a 20% increase in transaction volume.
- Collaborated with the engineering team to streamline the development process, reducing time to market by 30%.
- Led user research initiatives that informed product improvements, enhancing user experience and satisfaction.
- Managed product backlog and prioritization, ensuring alignment with strategic business goals.
- Facilitated cross-departmental communication to align product development with marketing and sales strategies.

### Associate Product Manager

#### Salesforce

03/2016 - 05/2018 San Francisco, California

- Contributed to the development of a CRM feature that increased user engagement by 30%.
- Assisted in conducting market research and analysis to guide product development strategies.
- Supported senior product managers in roadmap planning and execution.
- Participated in agile development processes, contributing to sprint planning and review meetings.

## EDUCATION

### Master of Business Administration (MBA)

#### Stanford University

01/2014 - 01/2016 Stanford, California

### Bachelor of Science in Computer Science

#### University of California, Berkeley

01/2010 - 01/2014 Berkeley, California

## ACHIEVEMENTS



#### Launched Financial Data Platform

Led the successful launch of a financial data integration platform at Plaid, significantly increasing market penetration.



#### Improved Customer Satisfaction

Implemented a customer feedback loop at Plaid, improving customer satisfaction scores by 40%.



#### Increased Transaction Volume

Developed a new payment processing feature at Stripe, leading to a 20% increase in transaction volume.



#### Streamlined Development Process

Collaborated with engineering at Stripe to reduce time to market by 30%, enhancing product competitiveness.

## SKILLS

Product Strategy

Market Analysis

Cross-functional Team Leadership

Agile & Scrum Methodologies

User Experience Design

Data Analysis

Financial Data Integration

Customer Feedback Analysis

Competitive Analysis

Partnership Negotiation

Go-to-Market Strategy

## CERTIFICATION

### Certified ScrumMaster (CSM)

Gained expertise in Scrum methodologies and agile project management from Scrum Alliance.

### User Experience Design

Completed a comprehensive course on UX design principles and practices from Coursera.

## PASSIONS



#### Financial Technology Innovation

Passionate about leveraging technology to transform the financial services industry, driving efficiency and accessibility.

## PASSIONS

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### **Agile Project Management**

Dedicated to continuous improvement and efficiency in product development through agile methodologies.