

TRICIA CERVENAN

TEACHER | PRODUCT DIRECTOR | CHANGE MANAGEMENT CONSULTANT

SKILLS

Strategic Planning
Leading in Ambiguity
Curriculum Development
Organizational Change Management
Team Collaboration and Management
Coaching, Mentoring, and Teaching

EDUCATION

MASTERS DEGREE
M.A. Organizational Leadership
Gonzaga University
2022

BACHELORS DEGREES
B.A. Economics
B.B.A. Marketing
University of Michigan
2007

PRODUCT SKILLS

Problem Definition
Customer Development
Wireframing
User Testing and Analysis
Experimentation
Roadmap Management
Analytics

PROFILE

Change management professional, product management teacher, and natural relationship-builder with a record of leading high-performing teams and launching over 25 web and native products within Fortune 500 companies and startups alike. Specialize in systematic change management, user research, and experimentation.

EXPERIENCE

SENIOR SERVICES EXECUTIVE - PRACTICES

Highspot, 2020 - Present

Key achievements:

- Lead creation, experimentation, and change management of new product implementation process to increase product adoption and lower costs.
- Led and executed research to determine organizational inefficiencies and opportunities for improvement resulting in org change and alignment.
- Created customer self-service product education strategy, roadmap, and learning objectives to lower the cost of managing customers long term.
- Train and mentor team members on process and managing relationships with Fortune 100 companies.

INSTRUCTOR, PRODUCT MANAGEMENT

General Assembly, 2016 - Present

Key achievements:

- Developed product management curriculum delivered globally by all instructors.
- Execute 10-week curriculums that foster marketable, real-world product management skills for over 200 students.

SENIOR DIRECTOR, PRODUCT MANAGEMENT

Tempered Networks, 2020

Key achievements:

- Created and executed customer research initiative and led team in creating success metrics for programs.

PRINCIPAL PRODUCT MANAGER

AXON, 2019 - 2020

Key achievements:

- Spearheaded development of command line driven computer-aided dispatch software within aggressive 6-month timeline.
- Led and built a high-performing, cross-functional team to identify and pursue customer-focused outcomes and an effective delivery strategy.
- Designed and conducted research and experiments to learn customer pains, inform changes to roadmap, and enhance usability.



TRICIA CERVENAN

TEACHER | PRODUCT DIRECTOR | USER RESEARCHER

EXPERIENCE CONTINUED

SENIOR CONSULTANT

Globant, 2016 - 2019

Key achievements:

- Built a 12 week product management curriculum allowing product managers to build efficient, effective product management skills.
- Facilitated workshop series with clients to shape development strategies, identify user needs, and inform the development and refinement of product roadmaps.
- Designed and conducted user research, led experimentation, and drove strategy on client product development work for 10+ \$250K projects.

HEAD OF PRODUCT

Apptentive, 2014 - 2016

Key achievements:

- Drove a 121% increase in repeat customer web usage.
- Led SaaS product development and released four major SDK updates.
- Focused product roadmap, conducted user research, developed and implemented user personas.

PRODUCT MANAGER

Skookum Digital Works, 2014

Key achievements:

- Advised executive stakeholder and created a two-year strategic resourcing plan to secure funding for a \$10 million project.

PRODUCT MANAGER

espnW/ESPN, 2013 - 2014

Key achievements:

- Optimized product to increase visits by 30% and page views by 36% by using various analytics tools and conducting user tests.

PRODUCT MANAGER

Quicken Loans, 2006 - 2013

Key achievements:

- Built the mobile program from the ground-up and grew cross-functional team from 3 to 20 people.