

BRITTANY GLOVER

CSPO, CSM, SAFe Agilist

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PRODUCT MANAGEMENT AND OPERATIONS LEADER

Creating Intuitive and Brilliant Product Experiences

Skilled in creating scalable, user-focused mobile and web apps, with expertise in SaaS platforms. I utilize data-driven insights, hyper-personalization, ML/AI, and Agile methodologies to deliver intuitive product experiences and well-defined product development roadmaps. My most recent scope of work has included the following:

- Advisor and thought leader offering strategic guidance to align executives and cross-functional teams, driving consensus on technical opportunities that drive revenue growth and support OKRs.
- Specializing in leading the strategy from problem definition to execution, creating new product offerings, zero-to-one development, and revitalizing current product portfolios to develop world-class mobile and web applications.
- Analyzing market trends and performance drivers to identify new product and growth opportunities, including, but not limited to, developing and monitoring product OKRs and KPIs.

EXPERTISE

Innovation | Product Discovery
Lean-Agile Transformation
First-to-Market Mobile Apps
UX | UI | Front-End Development
Go-to-Market Strategy | Analytics
Design Thinking | Product Discovery
Customer Success | Research
Lean Product Requirement Building
Scrum | Release Management
Accelerators | Startups | Marketing
SaaS | Android | iOS

PROFESSIONAL EXPERIENCE

iOS and Android Product Management Consultant | LBG Media Consulting, LLC | 2021 – 2025

Mobile-first contract employment working with start-ups and midsize companies to define product vision and roadmap to deliver scalable 0-1 mobile and web applications. Crafted prototypes and beta development for accelerator initiatives and innovative startups, producing iOS, Android, and responsive web applications.

- **Optum:** 2024-2025; Collaborated on the launch of new Fortune 5 iOS and Android healthcare apps, enhancing user experience accessibility for both patients and providers. Defined and drove mobile success metrics and go-to-market strategy, positioning the app as a leading healthcare tool and reducing time to care.
- **Credit Karma:** 2021 - 2023; Led the development and execution of go-to-market strategies, driving the prioritization and enhancement of features within the accelerator and growth teams. Collaborated with marketing and technology teams to modernize and innovate on consumer technology products. Managed the product development of deprecating existing code and launching a newer enhanced platform for key functionality in the product, generating 75% of the site's traffic and revenue from 500K views.

Senior Technical Mobile Product Advisor | Cigna, Evernorth Health Services | April 2023 – November 2024

Modernized development stack and user experience for approximately 27 million mobile consumers on Google Play/iOS platforms. Led product, design, engineering, and clinical teams to modernize, innovate, and develop micro-UIs to simplify core common components. Responsible for driving key project deliverables, change management, and agile training within accelerator teams, driving a 33% increase in adoption growth for new features.

- Delivered strategic thought partnership to the Chief of Staff and Product Leadership to influence, drive, and model transformation of Future of Care accelerator; Delivered an iteration pilot to present Evernorth's Future of Care "See a Doc" pillar based on organizational roadmap, objectives, and key performance indicators.
- Built customer and clinically approved innovative healthcare tools and microservices within Evernorth Future of Care, supporting Cigna, MDLive, VillageMD, Epic, and other CDO, EHR/EMR integrations.
- Led matrixed teams through project definition, human-centered and mobile design, software development, implementation, quality assurance, and go-to-market strategy of initiatives, features, and API integrations.

- Assisted in orchestrating various Google Play and iOS App Store submissions, release management, and strategic communications of Evernorth's mobile-first ecosystems.

Senior Technical Mobile Product Manager of Mobile Apps & SDK | SugarCRM | 2019 – 2021

Orchestrated revamp of lean CRM mobile applications on Google Play and iOS platforms. Led a global team of 15 engineers for two mobile applications, overseeing agile SDLC with monthly releases. Managed SDK, API integration, and marketplace partnerships for over 500 vendors, increasing app scalability by 40%.

- Formulated strategic themes for product portfolio and mobile value streams based on market research and collaboration with partners to assess the viability of integrations and build or buy functionalities. Analyzed market trends and performance drivers to identify new products and growth opportunities.
- Presented bi-monthly to executives, showcasing product line strategy, product roadmap, key performance indicators, and analytics to guide product direction and prioritization.
- Championed lean startup methodologies and gathered frequent qualitative and quantitative customer data to ensure the viability of solutions, understand customer challenges, and ensure market alignment. Evangelized mobile platforms and SDK via participation in trade shows, demos, customer meetings, and conferences.
- Oversaw monthly releases for 50k+ active users on Google Play and iOS platforms; Defined GTM process, strategy, instrumentation, and documentation process for marketing, sales, technology, and analytical stakeholders.

Senior Technical Mobile Product Manager | CA Technologies | 2016 – 2019

Product manager for three applications: Agile Central (web), Flowdock (web and mobile), and new accelerator, Catchfly (web and mobile). Assessed, identified, and prioritized the most viable options for new product initiatives. Promoted, tested, and released iterative development cycles, managing two front-end development teams. Ensure customer approval for feature deployment and cross-segmentation rollout in eight languages worldwide.

- Launched productivity app in ten languages, driving adoption across four countries; Partnered with co-located and distributed teams to execute product strategy, further roadmap development, commercialize product, and support team at conferences and industry events.
- Key stakeholder in the development of innovation labs, providing strategic roadmap and key features for existing and new productivity apps, leading a team of eight Android, iOS, and web developers using agile-driven SDLC, design thinking, and scrum/kanban to determine market viability and strategy.
- Facilitated design thinking sessions to gain deeper customer insights, improve analytics, and proactively identify and solve pain points. Brought engineers and customers together in SAFe ceremonies, planning, brainstorming sessions, etc., increasing engagement and empathy with users.
- Redesigned and implemented a new cross-sectional go-to-market process for feature deployment and adoption, improving internal and external stakeholder communication.

Offering/Product Manager, Commerce Innovation Team & Cloud | IBM | 2014 – 2016

Served as offering/product manager and agile scrum master for a team of eight, evolving the newly acquired SoftLayer, IBM's first cloud SaaS platform. Partnered with global teams to craft proof-of-concept and present wireframes and prototypes to executives. Assisted in strategic planning and tactical execution for the enterprise commercialization of IBM Cloud. Delivered the first iteration of an enhanced product with an intuitive user experience in three months.

- Trained offering managers within eCommerce, merchandising, B2B, AML, compliance, and cognitive disciplines on how to incorporate design thinking and machine learning. Trained teams on the value of integrating lean, agile methodology into product portfolios.
- Developed proposals and utilized machine and cognitive learning to test new real-time personalization features and digitalize self-help experiences for Fortune 500 clients.
- Spearheaded IBM's first enterprise-wide agile offering management "playbook," supplying portfolio management with digitized guidance, resources, tools, and sample assessments on digital design thinking.
- Co-created a new digital sponsor user program, allowing all IBM offerings access to connect with sponsor users to view, validate, and share feedback on new product offerings. Expanded sponsor user base from 25 to 75 participants.

Full Stack Web Developer | Smashing Boxes | 2012 – 2014

Served as a Lead frontend engineer for a creative agency building websites and software applications in PHP, HTML/CSS, Python, WordPress, Ruby on Rails, and open source technology. Spearheaded discovery calls, development processes, and strategy for emerging business needs as the agency grew and initiated new processes to plan for larger teams and additional clients.

- Conducted discovery sessions to define goals, requirements, and determine technologies and functionality.
- Developed process initiatives and worked with design, development, project management, analytics, and testing teams to ensure the team was equipped with the skill set and tools needed to complete projects on time and on budget.
- Facilitated scrum stand-up and provided daily support in running project schedules, team needs, client meetings, and backlog information, managing a team of 20.
- Responsible for operational process improvement, specifically with clients and employees, growing company revenue by 15% within four months.

Web Designer & Developer | rPath | 2011 – 2012

Developed and managed corporate website and various microsites for marketing and portal purposes using HTML, CSS, PHP, JavaScript, MySQL, Git, and a variety of open-source technologies. Served as Creative Strategist for a startup and developed all material for digital, print, and web productions, proposing innovative solutions to the marketing team and executive stakeholders.

- Identified technical needs of business and engineering departments to provide technical web applications and web-based tools to meet PaaS, SaaS, and IaaS service requirements.
- Liaison between marketing, business development, and engineering teams to demo new and test products and understand short and long-term goals.
- Managed MarTech interns, providing tasks, feedback, performance reviews, and training on web development and marketing tools to assist with monthly web blasts and Salesforce integrations.
- Monitored web operations, client bug tickets, patches, web analytics, performance optimization, and SEO
- Trained and supported staff on web standards and the best ways to utilize internal and external MarTech tools; other responsibilities included marketing, branding, photography, videography, and managing social media platforms.

Full CV available upon request

EDUCATION | CERTIFICATIONS | COMMUNITY

SAFe 4 Agilist (SA) | Certified Product Owner (CSPo) | Certified Scrum Master (CSM) | Offering Management

Master of Arts (MA), Interactive Media, 2011, *Elon University*

Bachelor of Arts (BA), English, 2009, *University of North Carolina Wilmington (Minor, Leadership & Communications)*

Presenter | Guest Speaker, *All Things Open, Sugar Conferences, Raleigh Chamber, Triangle DEI Alliance*