# Melissa Mangan

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## CAREER HIGHLIGHTS

- Product Visionary with diverse industry experience, focusing on global B2B2C and B2C SaaS web and native mobile solutions.
- Transformational leader with background in both startup and enterprise environments, specializing in optimizing product lifecycle management, go-to-market strategies, enhancing product operations, and delivering innovative solutions that disrupt industries and drive revenue growth.
- Leads global product management teams, deploying Agile methodologies and data-driven insights to optimize performance, define roadmaps and oversee end-to-end product delivery.
- Unique blend of business acumen, creative thinking, and technical expertise as a creative and design innovator with a track record in transforming business and customer needs into strategic solutions.
- Skilled in cross-functional collaboration, serving as a liaison between technical and business teams to drive effective communication, enhance operational efficiency, and align product and data strategies with organizational goals.
- Proficient in handling large sets of data, including user management, ensuring data accuracy, compliance, and seamless integration across platforms. Developed processes to streamline data handling for clients and internal teams.
- Absorbed team members from other departments with no prior product experience and trained individuals to become product leaders, including Chief Product Officer and Senior Product Director.
- Drove a complete overhaul and rewrite of the product back-end infrastructure within two different companies.
- Played a key role in building partnerships and securing key clients by acting as a subject matter expert, executing product demos, answering RFP questions, and participating in final sales meetings.
- Achieved highest internal evaluation scores and significantly higher employee tenure compared to other departments.

## EXPERTISE

*Global Product Strategy | Data-Driven Decision-Making | Cross-Functional Collaboration | Process Optimization | UI/UX |*
*User-Centered Design | Product Roadmap Creation | Product Training | Mentor | Board Presenter | Agile Practitioner |*
*Team Building | KPIs | DEI | Competitive & Market Research | Revenue Generation | Client Relationship Bui |*
*OKRs & Productivity Management | AI | Machine Learning |  A/B Testing | | Requirements Gatherer & Writer |*
*Solution Implementation | Partnership Development | Problem Resolution| Financial Modeling & Forecasting | Resource Planning*

## PROFESSIONAL EXPERIENCE

**M2 Consulting** | SEP 2023 – PRESENT
*Deliver strategic consulting services to a variety of clients across numerous industries. Execute diverse projects, including market analysis, product development, and business optimization. Provide solutions to boost efficiency and revenue generation.*

**Product Strategist**
- Aided in the development of a new business entity to perform competitive market analysis.
- Engage with C-Suite executives to strategically plan future goals and initiatives.
- Lead logistics coordination for numerous events across the company. Procure materials for small-scale events while aligning synergies with decision-makers to meet needs.
- Create messaging for product vision to ensure long-term success.
- Develop and curate proposals while aligning with overall targets.

**WellRight, Inc.** | MAR 2013 – SEP 2023
*Founding and executive member, overseeing product strategy and vision of PE-funded B2B2C SaaS digital health and wellness solution, specializing in web and native iOS and Android platforms. Developed all initial product requirements and go-to-market strategy, curating a unique vision for customization and white labeling, pivotal in securing major deals with companies such as Mercy, Indiana University Health, Benjamin Moore & Co., Lending Tree, and Saint Luke's Health System. Directed cross-functional teams in areas across Product Management, UI/UX, Quality Assurance, Product Marketing, Documentation, Training, and more.*

**Chief Product Officer** | OCT 2021 – SEP 2023
- Instituted data-driven decision-making by utilizing Pendo, Google Analytics, and internal data warehouse for product enhancements, leading to 12-month results by June 2023 with 96% gross and 106% net revenue retention.
- Managed user testing, inspiring the Product Team to facilitate research and analyze feedback/insights. Generated a Customer Advisory Board to increase engagement and collect insights for strategic product enhancements, resulting in a 56% YOY increase in CARR and 60% revenue growth, exceeding the 2022 bookings forecast by 82%.
- Production Support: grew defect resolution efficiency, leading to 44% reduction in development tasks per iteration.
- Achieved a 100% score in NCQA (National Committee for Quality Assurance) Wellness Appraisal Certification, a first-time achievement in company history.
- Instituted WellRight University, a comprehensive EdTech learning platform, developing a complete library and an Admin panel for clients to upload courses/manage content, leading to significant revenue. Managed specifications, medical review processes, and in-house content team. Built partnership with a third-party provider to integrate additional content.

### Vice President of Product | MAR 2013 – OCT 2021
- Established a product from the ground up, overseeing product marketing and go-to-market strategy. Created the entire rollout process and designed both internal and external messaging.
- Collaborated with the CTO in deploying Agile methodologies, supporting a 40% reduction in development time, and boosting feature accuracy, driving continuous technological improvements and operational efficiency.
- Drove end-user competitive advantage by contributing to the creation of new features in the wellness industry, such as Personal Challenges, text tracking, and suggested university courses based on Health Risk Assessment.
- Spearheaded the design and implementation of an integrated coaching scheduler and user management platform to support health coaches. Executed proof of concept to build platform, leading to won business and organizational growth.
- Led continuous marketing strategies and engagement, encompassing an Annual Health Awareness Program, COVID-19-related content, DEI and gender awareness materials, marketing videos, and more.
- Produced a multilingual initiative from vendor selection to quality assurance project management.
- Conducted multiple touchpoints to ensure the customer's voice was heard to implement changes while also creating engaging stakeholder experiences to improve product lines.
- Launched and ran Customer Advisory Board Meeting while creating content quarterly to showcase product features and promote an open forum for feedback.
- Applied various methods for internal communication to share updates and knowledge, including Internal Release Notes, Product Rollout Meetings, Product Quarterly Updates, and Stakeholders Meetings.
- Deployed a quality assurance and documentation process, along with training for release across the company.

### Hostway Corporation | OCT 2002 – MAR 2013
*Directed global product management teams for Shared Hosting within a leading hosting provider, including products focused on direct customers, SMBs, telecommunication firms, and large enterprises. Received four promotions in 10 years to oversee the roadmap for Shared Hosting and entire internal applications portfolio. Deployed efficient product management processes to streamline operations.*

### Senior Director of Product Integration & Product Management | MAY 2010 – MAR 2013
- Managed over 52 products and features for shared hosting, overseeing the entire vertical, including Windows and Linux operating systems, system architectures, subscription payments, and eCommerce platforms.
- Led critical billing, provisioning, and administrative control panel products, impacting over 600K global SMBs and enterprise businesses while maintaining optimal customer service.
- Designed ticketing system for clients to use and ensured proper communication to necessary parties involved.

### Director of Product Integration | DEC 2006 – MAY 2010
- Directed the integration of seven brands into two categories post-Affinity Hosting acquisition, including conducting product assessments for revenue, profit, alignment, and customer fit. Created operationally sound solutions and mapped features for optimized data integration. Worked alongside marketing to ensure clear messaging during transition.
- Acted as the subject matter expert, engaging with sales/marketing to oversee the RFP process and conduct product demos for client's Executives and high-level decision-makers, securing partnerships with Cablevision, Comcast, CenturyLink, and the National Association of Realtors (NAR).
- Generated product requirements, nominated by Executive Team to be Project Manager for largest Channel Partner integration.

### Product Management Department Head | NOV 2004 – DEC 2006
- Partnered with the VP of R&D to implement Agile methodologies, improving product release frequency by 50%.
- Enhanced product/feature release output by 333%, from 12 releases in 2004 to 52 in 2005 (the most in company history) by standardizing processes across ten operations worldwide.
- Executed PALs (Product Announcement Letters) to showcase every feature upgrade and new product release.

### Senior Product Manager | OCT 2002 – NOV 2004
- Launched the organization's primary E-commerce solution, Merchant Manager, due to the inadequacy of existing third-party products in meeting current customer needs.
- Performed a multilingual initiative for the E-commerce and Sitebuilder solutions to expand to wider audiences, breaking down language barriers, bridging gaps in communication, and ensuring global product accessibility.

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## ADDITIONAL EXPERIENCE

Director of Strategic Development/Product & Marketing Manager, Display Products: HyperFeed Technologies | Product Analyst: Sunstone | Test Marketing Coordinator/Assistant Product Coordinator: Recycled Paper Greetings

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## EDUCATION

**Bachelor of Arts in Communication, Minor in English** | University of Iowa
**Machine Learning Foundations for Product Managers Course** | Duke University
Tech Skills: Slack, Project Management (Atlassian Jira, Trello, Shortcut, Bugzilla), Design (Figma, Hubspot, Miro, Pendo), Office Suites (Google Workspace, Microsoft Office)