Ashley A. Barrett

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 **Product Owner |Agile Leadership | IT Programs**

**Professional Scrum Master (PSM)**

Solutions-driven agile product manager with 6+ years of experience in the B2B and B2C SAAS startup space and an extraordinary passion for people and product innovation. Demonstrated success in MVP launches/finding product-market fit, increasing B2C engagement, user-centric product strategy, gaining org wide buy-in, and coaching product-engineering teams on Agile product development to deliver new features/initiatives at a rapid but sustainable speed.

Professional Experience

**Obe fitness** *(Wellness Tech Startup****)*** November 2022 – April 2023

**Product Owner (New York)**

* Co-created a new product roadmap with themes, features, and initiatives aligning with company goals and vision
* Consolidated scrum teams from 3 to 2 focused around 2 product goals: Main Product, Personal Training MVP
* Drove engagement as our Q1 theme leading the release of new features that our user base had been demanding such as: a search bar, quick filters to find content faster, an onboarding quiz to recommend relevant workouts, a new recommender system.
* Close collaboration with executives, marketing, CX, and engineering to push product initiatives forward
* Led manual cohort-based experiments and created MVP plan for a brand new Personal Training product
* Served as advisor to the executive x product team, help establish product-eng workflow, training on PRD creation, ACs, story writing, User Story Mapping as a tool for MVP
* Established the right feedback loops between our users to ensure we are building for our user base
* Implemented the right workflows and boards in Jira

***Results:***

* Launched the MVP of a new product – (1:1 Personal Training @ obe)
* Increase of engagement 5% for active users post Q1 push, class stacking being the biggest win!
* Velocity: Increased from 60% to 80% sprint completion across 2 engineering teams
* Feedback loop establishment led to delivering features like: Search bar, filters, class stacking and more.
* Product x Engineering are working together more effectively, able to resolve conflict, create transparency, and a culture of feedback

 ***Tools:***

Jira, Confluence, Slack, Shakebug, G-suite, Asana, Testflight, Testrail, Mixpanel, Github, Google Play, Apple for mobile app releases

**InMarket**  *(AdTech Startup)* September 2021 – October 2022

**Product Manager (Discovery Tool), Technical Programs (Chicago)**

* Program manager to 4 Unified Platform teams of 42+ developers from California to India
* Launched MVP of United Platform combining 3 of our products into 1 easy to use platform
* Product Manager for the discovery tool team and product, defining quarterly projects, roadmap, product goals and epics
* Defined and documented Product best practices and trained product leaders on quarterly planning process, ARD creation, how to prioritize sprints, shift to incremental delivery, and ensure Acceptance Criteria is clear for our engineers
* Established + streamlined 2 week sprints, scrum ceremonies (sprint planning, backlog grooming, retrospectives and standups) across teams and time zones, as well as setting up all Jira boards and workflows
* Established story point voting system as well as our full cycle sprint planning process
* Weekly reporting for executive stakeholders

***Results:***

* All teams (product-engineering) by Q3-2022 nailed quarterly planning process
* Discovery Tool Engineering Team went from completing 1 project in Q4-2021, to 4 projects in Q2-2022
* 9% increase in revenue for Discovery Tool product
* Teams went from delivering every 3-4 months (quarterly) to monthly releases

***Accomplishments:***

* Mindset for Growth Speaker at our 2022 InMarket Retreat
* MVPEEP winner for creating our Company Programs Tracker
* Agile Transformation: Implementing scrum practices & integrating product and engineering teams to work more collaboratively

**AMOpportunities** *(MedTech Startup)* **Jan 2021 – September 2021**

**Product Owner (Chicago)**

* Collaborate with AMO leadership to establish product strategy and progress through our product roadmap
* Led massive Product initiatives with the theme of increasing operational efficiency (the biggest painpoint for our users and operations employees alike) including Application Chaining, Process optimization, Tool adoption and more
* Lead bi-weekly product meeting presenting our completed items, team updates, and progress
* Lead stand ups and 1 on 1’s with Department heads to prioritize bug fixes/feature requests for future sprints
* Implement scrum events such as a sprint retrospective, continuous sprint planning, and sprint review sessions
* Coach CTO and Managing Engineer in leading our team members, identifying their interests and skillsets, and plans for continuous development

**Morningstar Investment Management, LLC** *(TAMP-FinTech Firm*) **February 2019 to Dec 2020**

**Senior Client Consultant (IT Process Improvement) (Chicago)**

* Analyzed and assessed the biggest friction points for the client (RIA firms) and internal staff, spotted trends, and provided actionable solutions
* **Accomplishments Include:**
	+ Led the rolling out of DocuSign which would dramatically reduce the heavy manual processes for Advisors and eliminating the need for physical signed paperwork.
	+ Phase 1: I created Advisor-facing SOPs for the death claims process to more clearly spell out what documentation is needed from them and their clients based on their custodian (greatest pain point from users)
	+ Phase 2: Streamlined death claims process across all custodians to standardize requirements reducing errors and delays in processing by 18%
	+ Successfully worked with our compliance and operations team to request and approve updated processes such as Tri-Party phone calls with the Financial Advisor and their client instead of requiring signed client and advisor forms, for swifter processing of specific money movement requests.

**TopstepTrader *(****SaaS Financial Tech startup)*  **November 2016 to January 2019**

**Trader Support and Retention Project Manager**

* Performed in-depth analysis of Topstep’s subscription business model in order to spot trends and establish baseline metrics in regards to retention
* Scoped and led teams of 5-8 people through cross-collaborative projects to implement the solutions to decrease the churn rate
* **Accomplishments include:**
	+ Successfully implemented automated HubSpot marketing workflows to retain and recover users
	+ New and successful cancellation procedures for the trader support team
	+ Implemented a user-facing cancellation process
	+ Implemented new onboarding process for first time users
	+ Topstepr (Employee) of the month 6 months into my tenure
* Used interviews and data-driven insights to assess crucial customer drop off points, seasonality, and further evaluate the churn rate
* Continuously provided and presented to the stakeholders market research and data findings in order to create innovative solutions for our biggest business challenges such as program/rule changes, trial conversions, and client experience process improvement
* Participated in daily stand-ups, sprint planning meetings, and retrospectives to monitor our output and remove roadblocks
* Utilized agile methodologies and project tracking tools such as JIRA, Excel, and Trello to manage multiple cross-collaborative projects simultaneously
* Created the dashboards to continuously track reversals, and recoveries and KPIs which showed a successful decrease in churn rates by 15% over time
* Coached and mentored teammates, including holding brainstorm sessions, trainings, innovation labs, skill development workshops, leading weekly team meetings and more
* Troubleshoot and helped scope and prioritize necessary bug fixes, and issues within 3rd party platform and data providers

**Education**

**Florida State University**, Tallahassee, FL **May 2013**

**Bachelor of Science in International Affairs: Political Science and Geography**

**Community &Volunteer Experience**

* Disaster Relief Volunteer, World Central Kitchen, Puerto Rico, USA
* Judge and Mentor, Chicago Debate Commission, Chicago, IL