

# Hayley Farmer, PMP

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## SENIOR PRODUCT MANAGER

Highly motivated product leader passionate about customer-focused design. Demonstrated experience crafting and executing product roadmaps end users love. Extensive background in UX and entrepreneurship. Exceptional ability to bring a lean, empathy-centered perspective to product management. Proven track record of success working with cross-functional teams in a high-growth, fast-paced environment. Outstanding communication and interpersonal skills to foster and maintain strong working relationships with both technical and non-technical stakeholders.

## KEY SKILLS

Product Strategy and Vision | User Experience Design | Team-Building | Market Research | Go-To-Market Strategy | Cross-Functional Collaboration | Product Lifecycle Management | UX Optimization | Stakeholder Engagement | Documentation and Communication | Agile Methodologies | Dependency Management | User Research

## EXPERIENCE

### Product Owner, Royal Caribbean Group

June 2025 - December 2025

Product leader responsible for owning the end-to-end project deliverables of a time and event scheduling system for the whole brand.

- Developed and maintained a backlog of user stories to support sprint planning and strategic grooming sessions, translating business requirements into actionable technical specifications for a product with projected annual savings of \$35M a year.
- Conducted stakeholder interviews and led product demos to capture requirements, validate assumptions, and ensure alignment between shipboard and shoreside teams.
- Partnered with development to investigate and resolve technical challenges, improving delivery speed and system reliability.

### Product Manager 2, Microsoft

September 2021 - October 2024

Product leader responsible for defining the product vision and roadmap for the patient experience in our Microsoft Teams for Healthcare offering.

- Led early-stage ideation and discovery on how AI-driven features could improve user efficiency, decision-making, and task completion across enterprise use cases.
- Partnered closely with Microsoft Copilot stakeholders and adjacent AI platform teams to explore opportunities for embedding generative AI into core product workflows.
- Managed a cross-organization feature team to design and develop a one-click-to-join Microsoft Teams SaaS offering for 9.3K monthly active users.
- Delivered a top customer ask, 'Lobby Chat with External Anonymous Guests', enabling 3.3K monthly active tenants to better communicate with their customers, later patented by Microsoft.

- Presented and communicated strategy, implementation, and growth plans to various collaborators, ranging from business audiences to senior leadership, effectively articulating the vision and value proposition.
- Generated detailed product specifications and launched 30+ features with aligned go-to-market.

## **Product Manager, Microsoft**

May 2020 - September 2021

Product leader responsible for enhancing the IT admin experiences through continuous customer feedback and agile practices.

- Ran a feedback loop program with 20+ customer feedback sessions and 100+ participants to gain end-user perspective and ultimately increase user satisfaction.
- Acted as an Applying Allyship Champion to promote diversity and inclusion within the team.
- Mentored seven new Microsoft product management hires over the course of twelve months.
- Led weekly co-design sessions with cross-functional teams, accelerating feature releases by up to two months.
- Acted as Scrum Master in Agile sprint planning, retrospectives, and daily stand-ups.

## **Co-Founder, Benefit.Design**

May 2020 - August 2023

Founded and operated a nonprofit organization that provides creative resources and services free of charge to public charities of limited means. Responsible for organization and new member outreach, developing curriculum, and managing project teams.

- Built and scaled a volunteer network of over 1000 members from 14 countries.
- Scaled a volunteer programming strategy that saved 32 organizations over \$325,000 in 2021.
- Developed a six-week Project Management Bootcamp, imparting essential industry knowledge to students and professionals.
- Hosted 32 career development sessions to support volunteers' professional growth.

## **EDUCATION**

**M.S Information Systems - Business Artificial Intelligence, Florida International University |**  
Graduation Date Dec 2026

**B.S. User Experience Design, Purdue University**

## **CERTIFICATIONS**

**Project Management Professional (PMP), Project Management Institute | Issued Dec 2025**

**Agile and Scrum Fundamentals, IBM | Issued Feb 2025**

## **PROJECTS**

### **Greeks for Good, Purdue University**

August 2018 - May 2019

- Designed and developed a risk management and leadership development program for sorority, fraternity, and co-operative life.
- 2019 Burton D. Morgan Business Model Competition third-place award winner.
- 2018 MatchBox Entrepreneurship Accelerator Student.

## **SOFTWARE**

GitHub | Azure Dev Ops | Trello | AirTable | Notion | Jira | Figma | Adobe Creative Suite | Sketch | Power BI

## **PASSIONS**

Educational Technology | Mental Health | K-12 Education | Healthcare | Travel | Artificial Intelligence